ENTERTAINMENT / A32

So, are you gay? Ricky Davao is tired of explaining he's not

■ ACROSS / A18

1,200 US troops arrive in Subic for war games

■ WORLD / A13

7.2 quake hits Japan, triggering small tsunami; 52 injured

■ METRO / A23

MMDA maps out foot and bike lanes for Metro Manila

'Lumpia' may become White House fare now

By Percy D. Della
Correspondent

SACRAMENTO—The selection of Filipino-American Cristeta Comerford as the first woman executive chef at the White House has been received like a delectable main course by major American newspapers

LUMPIA/ A8

PHILIPPINE DAILY
INQUIRER
BALANCED NEWS, FEARLESS VIEWS

Managing toilets is key to airport chief's success

By Nikko Dizon

CLEANLINESS IS NEXT TO GODLINESS!

ALFONSO Cusi's toilets are a measure of his success as general manager of the Manila International Airport Authority (Miaa).

Giving priority to the

MANAGING/ A8

email: feedback@inquirer.com.ph

Wednesday, August 17, 2005 ★★ 60 pages / 6 sections / Vol. 20 / No. 250 P18

website: www.inq7.net

Impeachment bid in limbo

Sounds of fury signify nothing

By Michael Lim Ubac

PUNCTUATED by four hours of constant quibbling over procedures, the second hearing of the House justice committee on the impeachment complaints against President Macapagal-Arroyo ended without accomplishing anything.

This prompted opposition and administration lawmakers to say that the committee had merely wasted its time. The committee is tasked with determining whether the complaints accusing the President of vote-rigging and other charges are sufficient in form and substance.

Sparking heated debates were the motion seeking the inhibition of Rep. Simeon Datumanong as chair of the committee, the agenda prioritizing the motion of Ms Arroyo's lawyer Pedro Ferrer to dismiss the impeachment complaints except the one filed by Oliver Lozano, and the questions raised by Rep. Edcel Lagman.

The hearing was off to a bad start when Datumanong refused to inhibit himself as committee

IMPEACHMENT/ A22

EDWIN BACASMAS

LIGHTS OUT AT THE PALACE? Not exactly. Not dimming its lights and pulling down the historic chandeliers at the ceremonial hall to set an example for the nation to conserve energy in accordance with President Arroyo's administrative order. In fact, these power-guzzlers are being put up after they were cleaned for the past several months. Chandeliers are certainly not fluorescent-friendly to cope with the looming energy crisis. So, the Palace housekeepers have instead reduced the wattage of the incandescent bulbs.

President pays hush-hush visit to new CBCP head

By Christian V. Esguerra

NOT EVEN the incoming president of the influential Catholic Bishops Conference of the Philippines (CBCP) escaped her charm offensive.

Yesterday, embattled President Macapagal-Arroyo went out of her way to show up unannounced at the CBCP compound in Intramuros to greet Jaro Archbishop Angel Lagdameo on the 25th anniversary of his ordination as a bishop.

Lagdameo actually celebrated his anniversary the other day, in Tayabas, Quezon, which is part of his original diocese, Lucena City. He said he was expecting Ms Arroyo then but she did not show up.

The meeting with Lagdameo occurred the same day the INQUIRER published a story quoting the prelate as saying the impeachment proceedings against Ms Arroyo should be pursued "no matter how painful they may be" and urging everyone—including the President—to stand for "the truth."

Ms Arroyo narrowly missed bumping into a tormentor—"jueteng" informant Sandra Cam, who was also at the CBCP compound yesterday for another purpose.

Ms Arroyo met with Lagdameo a week after Lagdameo, who takes over as CBCP head in November, received former President Corazon Aquino and Senate President Franklin Drilon in Jaro.

Aquino and Drilon had both asked Ms Arroyo to step down.

The presidential wishes for Lagdameo appeared so special that Ms Arroyo spent nearly an hour with him in the CBCP secretariat's office.

One priest who saw her arrive was surprised by the presidential gesture.

"How come in the case of Archbishop [Fernando] Capalla, she was the one who would call him and he would come?" the priest said in an interview with the IN-

PRESIDENT/ A6

Maliksi: My suspension is for Remulla brothers' votes

By Marlon Ramos
PDI Southern Luzon Bureau

TRECE MARTIRES CITY—The governor of Cavite, the subject of a six-month preventive suspension order that he claimed was "obviously railroaded," does not intend to go quietly.

"I will not fail the people who trusted me and voted for me. I will not leave my post," Gov. Erineo "Ayong" Maliksi told the INQUIRER early yesterday.

The governor described the order—issued on Monday by the Office of the Deputy Ombudsman for Luzon on the basis of an administrative case filed against Maliksi by Vice Gov. Johnvic Remulla—as a

MALIKSI/ A8

Palace appoints solons' brods to plum posts

JOAN BONDOC

BOTH SIDES NOW. Opposition Rep. Francis Escudero and Rep. Ronaldo Zamora (partly hidden) try to thresh out another contentious point with House committee on justice chair Simeon Datumanong (2nd from right), who's widely identified as Ms Arroyo's ally. He's flanked by Representatives Erin Tañada (3rd from right) and Edcel Lagman.

By Philip C. Tubeza and Norman Bordadora

THE BROTHERS of two administration lawmakers from Mindanao have been appointed by President Macapagal-Arroyo to the Office of Muslim Affairs (OMA) in exchange for the lawmakers' votes to kill the impeachment complaint against her, another Mindanao legislator told the INQUIRER yesterday.

The source said OMA Executive Director Sultan Yahya "Jerry" Tomawis and OMA-Bureau of Pilgrimage and Endowment Director Monib Maniri were appointed in an effort to convince Alif party-list Rep. Acmad Tomawis and Lanao del Sur Rep. Faysah Dumarpa, brother and sister of Jerry Tomawis and Maniri, respectively, to toe Malacañang's anti-impeachment line.

Records showed that Jerry Tomawis was appointed to the OMA under the Office of the President on July 18.

Maniri himself told the INQUIR-

PALACE/ A22

US-backed offensives disrupt JI training

US-BACKED offensives have disrupted Jemaah Islamiyah terror training for Southeast Asian militants, prompting them to constantly change camps and delaying the arrival of a batch of Indonesian recruits, a Philippine government report said.

The southern Philippine strongholds of the Moro Islamic Liberation Front have harbored most of the training, which began in mid-1998, the report said, but the MILF last year began to pressure the al-Qaida-linked foreign trainers to move out, apparently to avoid sporadic government antiterrorist offensives.

The Associated Press saw a copy of the report yesterday.

Jemaah Islamiyah has been blamed for bombings across Southeast Asia, including the deadly 2002 Bali attacks. The MILF, which is engaged in peace talks with Manila, has repeatedly denied persistent military reports linking them to the Indonesian-based group.

Also yesterday, Maj. Bartolome Baccarro, a military spokesperson, said two suspected members of the Abu Sayyaf extremist group had been arrested during a crackdown that followed bombings last week in Zamboanga City in which 26 people were wounded.

The two Abu Sayyaf bandits were

US-BACKED/ A8

GMA firm not to postpone 10% VAT on oil, power

By Gil Cabacungan Jr. and Juliet Labog-Javellana

CHOOSING the long-term gain of high taxes over the short-term pain of skyrocketing fuel prices and power rates, President Macapagal-Arroyo yesterday shot down a proposal to postpone the implementation of the 10-percent value-added tax until oil prices had stabilized.

"We shall put the welfare of the average Filipino first on this issue, even as we make tough decisions to keep the country strong and resilient," the President said in a statement.

Press Secretary Ignacio Bunye said one of the tough decisions the President referred to was her hardline stance on the VAT law despite a warning from her economic adviser, Albay Rep. Joey Salceda, that burdening the economy with higher taxes amid surging oil prices would push the country toward an Argentina-type crisis.

The Supreme Court, which froze the law's implementation on July 1, is expected to lift its freeze order this month.

Justice Secretary Raul Gonzalez said deferring the implementation of the VAT law would result in a "constitutional problem."

"That will collide with Congress," he said.

"If in case the Supreme Court already rules that it is constitutional, there is no leeway for her but to implement it," he said.

Even before the VAT law could be implemented, 11 senators want it amended to exclude electricity from the coverage of the tax.

Crossing party lines, the senators filed on Monday Senate Bill No. 2080 to amend Republic Act No. 9337 so that the generation, transmission, distribution and supply of power would remain VAT-free.

Electricity, like fuel products, was previously exempt from VAT.

GMA FIRM/ A6

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WEDNESDAY, AUGUST 17, 2005

WEATHER FORECAST

FORECAST: Northern and Western Luzon will experience mostly cloudy skies with scattered rainshowers and thunderstorms. The rest of the country will have partly cloudy to cloudy skies with isolated rainshowers and thunderstorms mostly in the afternoon or evening.

COMPILED BY: ERIKA A. SARMIENTO, PDI RESEARCH/08/17/05 SOURCE: PAGASA

Metro Manila	Partly Cloudy	**Iloilo/Bacolod**	Partly Cloudy
Baguio	Cloudy with Rains	**Roxas**	Partly Cloudy
Tuguegarao	Cloudy with Rains	**Cebu**	Partly Cloudy
Laoag	Cloudy with Rains	**Tacloban**	Partly Cloudy
Clark Zone	Partly Cloudy	**Gen. Santos**	Partly Cloudy
Tagaytay	Partly Cloudy	**Zamboanga**	Partly Cloudy
Legazpi	Partly Cloudy	**Cagayan de Oro**	Partly Cloudy
Calapan	Partly Cloudy	**Davao**	Partly Cloudy

DOJ eyes rebellion raps vs Yarcia

By Armand N. Nocum

THE DEPARTMENT of Justice plans to elevate from bribery to inciting to rebellion the charges it would file against retired police general Julius Yarcia for allegedly influencing two election officials into making statements implicating the President in electoral fraud.

Justice Secretary Raul Gonzalez said they have also formed a panel of prosecutors to deal with issues involving individuals allegedly coercing or bribing people to make false statements against the President.

"The government is also entitled to defend itself," he said, noting the rise in the number of people coming out and accusing President Macapagal-Arroyo of various irregularities.

He said Yarcia could be part of this group of people, whose sole "agenda is to remove the President at all cost."

Last week, Commission on Election officials Gilbert Z. Palogan and Ferdinand Gerardo filed bribery charges against Yarcia, David Tan and several others before the Department of Justice.

Interviewed by DOJ reporters, Palogan said the retired general, former Comelec Commissioner Ralph Lantion, and several others allegedly "forced them at gunpoint in a Makati hotel to sign untruthful statements alleging poll fraud in the 2004 elections."

"They wanted us to corroborate the statements of Michelangelo Zuce," he said of the Palace functionary who earlier claimed the President was present during the alleged distribution of alleged "jueteng" money to Comelec officials at her home in La Vista in Quezon City.

Zuce's claims, however, were denied by a former Malacañang official.

Ahmad Bayam, who was assistant secretary under former presidential liaison officer for political affairs Jose Ma. Rufino, had denied Zuce's claim that he endorsed to Malacañang the appointment of former Election Commissioner Virgilio Garcillano.

Zuce, who also worked under Rufino, had appended in his affidavit a memorandum dated Oct. 11, 2002, signed by Bayam endorsing Garcillano's appointment to Ms Arroyo.

After issuing the denial, Bayam went missing.

Fearing that he was just forced to testify against Zuce, comrades of Bayam are now looking for their leader, concerned about his safety.

"We don't know where he is. We are asking that whoever has him and his family to release them," Philippine Muslim Solidarity Council secretary general Abdulhusin Kashim said yesterday.

Bayam is the chair of the PMSC, a group of Muslim leaders that had asked Ms Arroyo to resign at the height of the "Hello Garci" controversy.

But last week, PMSC members were surprised when Bayam belied Zuce's allegations against Ms Arroyo. From then on, his members could no longer reach Bayam.

Kashim said after Bayam's press conference on Aug. 6, many members of their group tried to reach their chair but without success.

"Until such time when Datu Ahmad Bayam will surface, [there will be] speculations and fear [about his] disappearance," Kashim said in a statement.

Leaders of the group will call an emergency meeting this week to discuss the problem, PMSC vice chair Ali Montaha Babao said.

"We will ask [Bayam] to explain. In the meantime, we just want to clarify that our group maintains its position in asking Ms Arroyo to resign," Babao said.

With a report from Edson C. Tandoc Jr.

SERGE'S EXPOSÉ

Notes bare special ops for GMA

By Juliet Labog-Javellana

AFTER the controversial 'Hello Garci' tapes, this time a set of handwritten notes allegedly show that a special operation was conducted for the "acquisition" of three million votes for President Macapagal-Arroyo in Mindanao.

This was bared yesterday by Sen. Serge Osmeña who said the handwritten notes belonged to Commission on Elections provincial election supervisor Francisco Pobe whom he described as the operative of election commissioner Virgilio Garcillano.

The notes of Pobe outlined the plan to acquire the votes for Ms Arroyo from the Autonomous Region in Muslim Mindanao, Caraga and regions 9 to 12, for the 2004 election, Osmeña said.

Osmeña said Pobe submitted his plan to the Presidential Liaison Office for Political Affairs headed by Jose Ma. Rufino.

The notes state that the 3 million votes "can be distributed in the different regions thru provincial contacts for disposal to all levels". The projection was based on the information that there were 8 million voters in Mindanao where the usual turnout is 80 percent.

The ARMM, Regions 9, 10, 11, 12 and Caraga were listed as "concentration areas."

Logistical support

"Separate logistical support shall be given to provincial and local contacts vis a vis the budget for votes acquisition which shall be on the basis of voting delivery commitment as pledge(d) by the provincial contact of his AOR (area of responsibility)," the notes said.

The notes stated that "logistics should be given initially to gain commitment and sympathy to the provincial level contacts" who shall be responsible for municipal and barangay contacts.

The notes however did not specify Ms Arroyo's name and in fact referred to a "he."

But Osmeña said there was no doubt the plan was for Ms Arroyo, as shown by testimonies and other documents. He said it could just be a mistake in pronoun.

"Requires maximum mobilization of local resources in terms of manpower and logistics as he is not much popular & recognize (sic) in Mindanao area especially in the grass roots level," the notes said.

The notes said the popularity of the candidate was "limited to urban areas" thus "adequate attention" should be given to the rural areas "where greater bulk of votes delivery is expected."

"Maximum concentration shall be given to areas where delivery of votes could be easily & effectively carried out, whether it be Muslim or Christian areas," the notes said.

Osmeña said Pobe 's "authenticated" notes were submitted to the Senate committees on public order and games during the last jueteng hearing by Michaelangelo Zuce, Rufino's former employee who said he was present in the house of Ms Arroyo when election officials received bribe money.

Osmeña earlier showed a supposed handwritten note of Garcillano, listing down the names of election officials and how much money were allotted to them.

The opposition senator said the notes provide more details of the alleged cheating by Ms Arroyo but admitted they needed to be properly authenticated.

Some senators are questioning the credibility of Zuce, a former technical assistant of Rufino and nephew-by-affinity of Garcillano who claimed he played a key role in the cheating led by Garcillano.

"The adverse effect of this discovery on the Comelec as an institution is not hard to fathom," Osmeña said.

'Operation pothole' to make ride easier

By Leila B. Salaverria

IF YOUR commute has been more jarring of late, don't be surprised.

The Department of Public Works and Highways has found some 13,000 square meters of potholes on 109 national roads all over Metro Manila. These thoroughfares include Edsa, Commonwealth Avenue, España and Gil Puyat Avenue.

But take heart.

The DPWH has launched Operation Potholes, a P4-million project meant to cover all the ruts with asphalt. The undertaking is scheduled to be finished by Aug. 22.

Public Works Undersecretary Manuel Bonoan said the DPWH was using asphalt to temporarily cover the potholes because the rainy season prevents it from using more permanent mixtures like concrete. He said the department could only pave the potholes more permanently in the dry season.

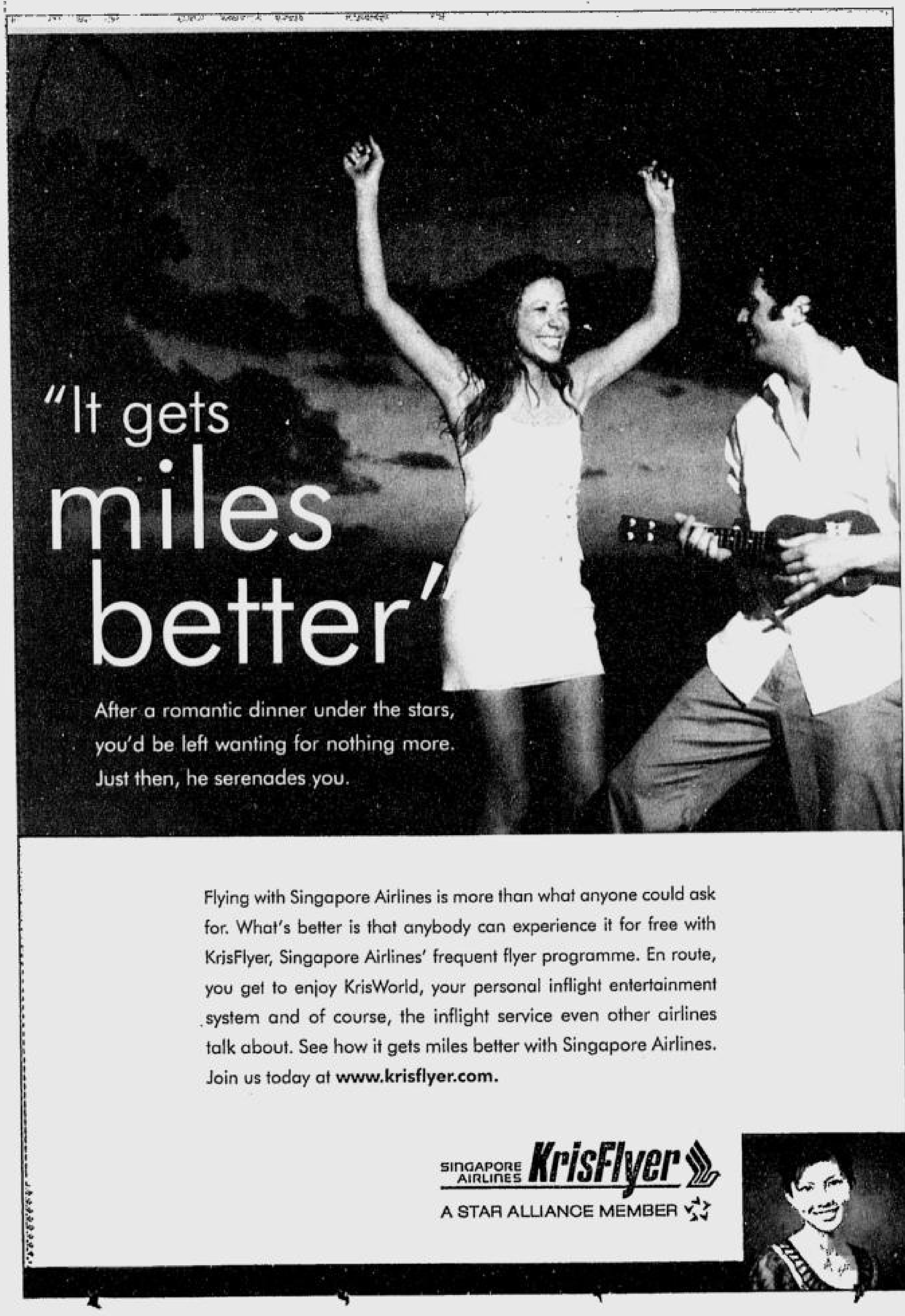
Working on Operation Potholes are 200 DPWH personnel grouped into 17 teams simultaneously deployed in Metro Manila's eight engineering districts.

Bonoan said the personnel would be working on weekends to meet the deadline.

DPWH National Capital Region chief Robert Lala said that so far, 16 percent of all the potholes in Metro Manila have been asphalted despite the workers being hampered by last week's heavy downpours.

"We would have accomplished more if not for the rains. We could not lay down the asphalt when it was raining," he said.

Lala said that when it rains, public works personnel focus on cleaning gutters and canals. The garbage that accumulates in these places are one of the causes of floods.



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Dengue alert now nationwide – DOH

By Christian V. Esguerra

THE DEPARTMENT of Health has declared a nationwide dengue alert after 189 people from 100 barangay died from the disease.

Dr. Eric Tayag, head of the department's National Epidemiology Center, said the outbreak had been confined to three areas: a barangay in Quezon City, a town in northern Nueva Ecija and Zamboanga City.

Tayag said 14,142 cases of dengue fever were reported from Jan. 1 to Aug. 11—a 23 percent rise from the same period last year. He added that between 400 and 500 new dengue cases were reported weekly.

"We anticipate more cases until October, when cases usually begin to decline," Tayag said. "We issued a nationwide dengue alert so local governments can prepare if they have not yet prepared."

Health experts are still in the dark as to what specific strain of dengue has killed at least 189 people. The DOH has tapped St. Luke's Hospital and the Research Institute for Tropical Medicine (RITM) in Muntinlupa to identify the strain or strains as an important first step to control what could be a possible epidemic.

"It's very important to determine the strain. It will explain why the number of cases are rising," Tayag said.

A person can be infected by any or all of the four dengue strains which are identified only as I, II, III and IV. The virus, spread by "aedes aegypti" mosquitoes, has two kinds: The break-bone fever and the deadly dengue hemorrhagic fever, a condition wherein a person's platelet count drops to less than 100,000.

Being afflicted with a strain could make a victim immune from one but not from the other three strains. A subsequent infection is usually more serious than the previous one.

On the average, Tayag said most Filipinos would suffer from all four strains by the time they reach 14 years old.

If experiments in St. Luke's and RITM would be successful, he said, this would allow the DOH to predict when the country would most likely experience another dengue crisis and could alert the public.

"There's a pattern here," Tayag explained. "In a certain year, one or two strains attack. In another, a different set of strains may surface. If say, you had been sick with strain I and the current strain circulating now is strain III, you'd better watch out."

Some 40,000 people were sick with dengue in 1998, the highest number of cases reported for the country, he said.

This year, the DOH expects the number of infections to breach the 20,000 ceiling by the time dengue season is over in October.

Results from the St. Luke's-RITM venture with the DOH will also come in handy in the event a dengue vaccine becomes available. *With AP*

Drought, typhoons cost agri P953M

By Christine Gaylican

WEATHER disturbances in the past weeks have affected the agriculture sector resulting in an estimated production loss of P953 million, the Department of Agriculture yesterday said.

The onslaught of tropical typhoons "Gorio" and "Huaning," and the insufficient rainfall in Northern Luzon from July until the first week of August affected the planting and harvest of rice, corn, vegetables, fisheries, livestock and poultry.

The DA said damage to corn accounted for 5 percent of the national annual production target of 5.5 million metric tons, while damage to rice accounted for 0.2 percent of the national annual rice target of 14.75 million metric tons.

"The decrease in the production of rice and corn in the affected regions can be partially compensated by the projected good production in Mindanao," the DA report said.

Rehabilitation of affected areas are already underway and affected farmers have been given seeds for planting.

Typhoon "Huaning" affected towns in the provinces of Ilocos Norte, Ilocos Sur, Apayao and Mt. Province resulting in a production loss of P16 million.

Continuous rains affected areas in Southern Luzon, Visayas and Mindanao resulting in a production loss of P70.8 million, of which 80 percent was damage to *palay*.

Insufficient rainfall in Regions I and II also resulted in production loss placed at P866.4 million.

Cloud seeding operations were conducted in the affected areas between July 28 to Aug. 5 to save the standing crops and prevent additional damages.

Erap denied due process on perjury, says lawyer

By Nelson F. Flores

A DEFENSE lawyer yesterday said former President Joseph Estrada was denied due process when the government filed perjury charges against him without giving him the opportunity to correct any errors in his Statement of Assets, Liabilities and Net Worth as provided for by law.

Rene Saguisag made the comment after a Department of Justice official early this week told the Sandiganbayan, which is hearing Estrada's plunder and perjury cases, that the law gave the former president a chance to review and correct his SALN.

DOJ chief state counsel Ricardo Paras III told the antigraft court's Special Division on Monday that Section 10 of Republic Act No. 6713 (the Code of Conduct and Ethical Standards for Government Officials and Employees) provides a review and compliance procedure that allows government employees, including the President, to go over and make corrections to their SALN.

"The individual to whom an opinion is rendered, and any other individual involved in a similar factual situation, and who, after the issuance of the opinion acts in good faith in accordance with it, shall not be subject to any sanctions provided in this act," Paras said.

Paras said DOJ Order No. 16, which was signed by then Justice Secretary Franklin Drilon in 1994, established a committee that reviews the SALN of government officials and employees.

He said Section 11 of the same order provides that "a review committee of three members shall be constituted in the department proper and in each of the agencies. The review committee shall conduct a complete review of all statements submitted to it within 120 days reckoned from the final day of submission of the same."

Paras said all government employees, except for the President and Vice President, were supposed to file their SALNs with their respective agencies. The President and Vice President, on the other hand, should file their SALNs with the Office of the Ombudsman.

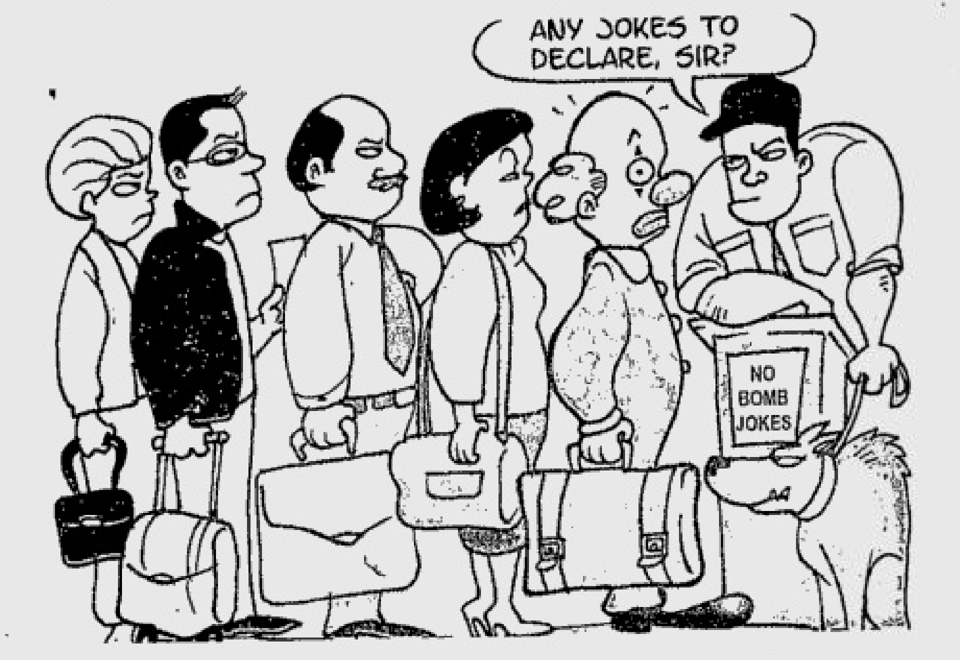
Saguisag, a former senator, told the INQUIRER in a telephone interview that he presented Paras in court to show that the perjury charge against Estrada was prematurely filed by the government and that he was denied due process.

Saguisag said Estrada was not given the opportunity to review his SALN, noting that the nature and purpose of RA 6713 was not punitive but corrective and administrative.

He said he was not aware that the Ombudsman had created a review and compliance committee to look into the SALN of Estrada and the Vice President at the time, who was Gloria Macapagal-Arroyo.

Aside from the perjury charge, which arose from his alleged erroneous SALN declaration, Estrada, who is detained at his sprawling vacation estate in Tanay, Rizal, for the duration of his trial, is also facing plunder charges.

ESTRADA


ANY JOKES TO DECLARE, SIR?
NO BOMB JOKES

When on a plane, keep bomb jokes to yourself

By Nikko Dizon

IF YOU want to get on the plane, keep that bomb joke to yourself.

The Manila International Airport Authority (Miaa) warns passengers, especially at the domestic airport, not to crack bomb jokes. Reminders are posted on signboards at the Ninoy Aquino International Airport (Naia) Centennial Terminal and at the Manila Domestic Airport

Ignoring a bomb joke could translate to a lapse in security procedures and could lead to dire consequences, according to Chief Supt. Andres Caro, chief of the PNP-Aviation Security Group (ASG).

"What if it's true? If an aircraft explodes, that's more than 100 lives lost. That's our main consideration," Caro told the INQUIRER on the phone.

Naia has been on heightened alert following twin bombings, believed to be perpetrated by terrorists, in Zamboanga City last week.

Miaa's terse message to passengers, headlined "Notice about bomb jokes," reads:

"The Manila International Airport Authority gives formal notice that jokes about carrying bombs while in the airport and on board the aircraft will be taken seriously.

"Anyone cracking such jokes will be denied carriage by the airline and will be turned over to the PNP Aviation Security Group for investigation."

Caro said passengers overheard saying something about having a bomb or explosives in their bags – even jokingly – would immediately be interrogated.

A security guard at the Centennial Domestic Terminal said that passengers who cracked bomb jokes didn't end up laughing when they were turned over to the ASG for interrogation.

"They would ask: 'Do we look terrorists?' Sometimes they would refuse to have their bags X-rayed again. But that's the procedure we have to follow," guard Franklin del Rosario told the INQUIRER.

Airport security chief, retired general Angel Atutubo said Miaa's notice was based on a presidential decree issued a couple of years ago prohibiting people in airports from making jokes about bombs and explosives.

Atutubo said Miaa first issued the notice more than a year ago after a woman on a domestic flight told an attendant that she had a bomb inside her carry-on bag and refused to put it on the overhead bin.

The woman later insisted it was only a joke, Atutubo said.

"Tell that to the 144 worried passengers we had to offload from the plane while we checked for bombs," Atutubo said.

Passengers would be relieved to know there are no penalties for cracking bomb jokes.

"But they face the inconvenience of having their bags thoroughly checked, being interrogated and worse, missing their flight if the [airline] station manager decides not to give them a seat on the plane," Atutubo said.

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House to do the Cha-cha without Senate

By Philip C. Tubeza

EVEN without the Senate, the House of Representatives will proceed with the proposed revisions of the Constitution, the chair of the House constitutional amendments said yesterday.

Cagayan de Oro Rep. Constantino Jaraula said that the House members had the "option" of making the Charter changes (Cha-cha) on their own if the senators continued to refuse to do the Cha-cha.

Most senators have vowed to block any move to amend the Charter which will change the form of government from presidential to parliamentary.

Jaraula explained that this was possible since members of both chambers would be voting jointly on proposed amendments.

Under the Constitution, a three-fourth vote of "all members of Congress" was required to amend the Charter, he noted.

"Since it says a three-fourth vote of all members of Congress, we will just add the total membership of the House at 236 and the total membership of Senate which is 24. That gives us a total of 260. Therefore, three-fourth of that will be 195," Jaraula said.

Going it alone

He said that the House would exercise this "option" of going alone if the Senate refused to sit down with congressmen to debate the proposed amendments.

"What we will do is produce the necessary number of votes. In other words, let us not put ourselves in a position all the time as secondary to the Senate," he added.

He said that if senators would insist that the two chambers should vote separately, they could bring the issue to the Supreme Court.

"Our position earlier taken is let them go to the Supreme Court if they want to question it, but we will not initiate going to the Supreme Court," Jaraula said.

"If the Senate refuses to sit down with us...That's the time we will consider other options. Hopefully, we shall have approved amendments by a three-fourths (vote). There are other interpretations of the Constitution and if we are forced to the wall, we will resort to them," Jaraula said.

JARAULA

At Malacañang, Press Secretary Ignacio Bunye said the Palace would move ahead with its plan to create a consultative constitutional commission to push for Charter change.

"Based on the program that I know, the constitutional commission will be moving ahead and they will be fielded not necessarily in the legislature but (members) will be going out to explain the need for constitutional change," Bunye said.

President Macapagal-Arroyo had announced after her State of the Nation Address on July 25 that she would create the body to be made up of members of the academe and civil society to help make the job of Congress easier.

The House started to hold its hearings on the proposal to amend the 1987 Constitution yesterday.

The House committee on constitutional amendments yesterday approved a resolution "calling for a joint session of Congress to propose amendments to the Constitution."

It also approved a motion to attach to the resolution, which would be sent to the Senate, the list of proposed amendments.

Jaraula said that while the term "constituent assembly" was not mentioned in the resolution passed yesterday because it was "confusing," it still in effect approved "constituting (both chambers of) Congress as a constituent assembly by sitting jointly."

But opposition Representatives Joel Villanueva, Liza Maza and Rafael Mariano cried foul over what they called as the "railroading" of the resolution calling for a joint session of Congress for Cha-cha.

"Why is the administration actively pushing for Charter change during the impeachment hearings? It is a diversionary tactic and it is an attempt to manipulate provisions in the country's fundamental law, in order to keep herself and her family in positions of power," Maza said.

"Clearly, Mrs. Arroyo is using Cha-cha as her political *salbabida*," she added. ***With a report from Christine O. Avendaño***

Prime minister? No thank you, says FVR

By Jerry E. Esplanada

FORMER President Fidel V. Ramos is not interested in becoming prime minister in the event the government becomes "parliamentary Philippine-style."

But the 77-year-old former chief executive indicated retirement is far from his mind, saying he would continue serving the people.

In what capacity, the Lakas-CMD chair emeritus did not say exactly.

"My focus is the welfare of the people," Ramos told viewers of the late afternoon talk show Tinig ng Bayan on the state-run National Broadcasting Network (NBN-4).

Clearly in a good mood, the former President gamely brushed aside phoned-in reactions that he is ideal for the post of prime minister.

Not interested

Not interested, said President Macapagal-Arroyo's staunch ally. "Demotion *na 'yun para sa akin*," Ramos quipped.

Ramos also does not want to be designated "elder statesman."

"No, I'm not that old," he said with a laugh.

Ramos has served the government for over 50 years, "starting as a second lieutenant combat soldier in Korea till I became commander-in-chief (of the Armed Forces in 1992 when he assumed the presidency)."

But the Pangasinan native said that through the years, his desire to promote the welfare of the people and protect the republic has not changed.

Ramos reiterated the need for a "new political mechanism for our 84 million people and counting because the existing one has not really worked for us."

That is why, he said, "we have to see some amendments to the 1987 Constitution."

According to Ramos, a constitutional assembly should limit itself to making only the following amendments:

- Change from presidential system to "parliamentary-Philippine style," whatever that means;
- Electoral reforms "so that our elections will reflect the true arithmetic of the will of the electorate, be fully computerized and simplified;
- Political party reforms "to eliminate the evils called turncoatism," which Ramos also called "balimbingism;" and
- Judicial reforms "to speed up the dispensation of justice in our country, look at possible overloads in various levels of our courts and the possible intrusiveness as many in the business sector have complained about of the judicial system."

Ramos urged the nation anew to unite "so that we can be competitive with the very strong national teams of our neighbors who have unity."

One political entity

"We cannot forever be acting like this as separate tribes and divided political entities. We must see ourselves as one political entity as the Republic of the Philippines," he said.

He claimed "we are not really addressing or resolving the problems that are basic to the common *tao* like poverty, environment, shelter, livelihood, clean water and transportation. There are so many others not fully attended to."

"The Constitution by itself, whether it is this or that system, is not going to solve the problems that we have. It takes people to carry out the intentions of the charter amplified by supporting laws and the atmosphere down there at the grassroots, as well as the international situation must also be worked into the whole process," he added.

Corrections

IN YESTERDAY'S issue, the story "2 die as robbers strike" on Page A21 of the Metro Section misstated the name of the building where a robbery took place as "Discovery Suites." It should have been "Discovery Center." Discovery Suites is only a part of the building.

* * *

IN THE Across the Nation section yesterday, a story that appeared on Page A18 carried the erroneous headline: "Negros Oriental pols make mountain out of molehill over letter." The correct headline should have been "Capiz politicians make mountain out of molehill over letter."

* * *

Readers may send their requests for correction of factual errors in writing to Gerry Lirio, city editor, Philippine Daily Inquirer, PDI Building, Chino Roces Avenue corner Mascardo Street, Makati City; fax Nos. 897-4793/94; e-mail addresses: glirio@inquirer.com.ph and daydesk@inquirer.com.ph.

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GMA economic team tackles oil crisis

By Gil C. Cabacungan Jr. and Christine O. Avendaño

PRESIDENT Macapagal-Arroyo will convene her economic management team today to tackle the looming oil crisis.

"We assure the public that we are working round the clock in the search for ways to cushion the impact of rising oil prices on basic commodities and services," the President said in a statement.

Press Secretary Ignacio Bunye said the economic managers would discuss measures to soften the blow of the oil crisis, including the reduction of the oil duty from 5 percent to 3 percent.

"There are other measures that might be discussed but what is important is the collective support of the people for the energy conservation program. If we all work together we will make substantial savings," Bunye said.

For starters, some government employees will have to work without air conditioning as the administration embarks on a program to show it is dead serious about conserving energy.

This was one of the provisions in the administrative order that President Macapagal-Arroyo signed on Aug. 13 which aims to "strengthen measures to address the extraordinary increase in world oil prices and directs the enhanced implementation of the government's energy conservation program."

Through Administrative Order No. 126, the government intends to "promote judicious use of (its) energy resources through intensified conservation efforts and efficient utilization."

The order calls for a nationwide information campaign on energy conservation through the media and for the drive to be launched by the Office of the Communications Director and the Department of Energy.

It also prohibits government offices from using government vehicles, air and water craft for other than official business.

Unless authorized, the use of government vehicles on Sundays and holidays and outside of regular work hours and the usual route of the officials involved "shall be prima facie evidence of violating [the AO]."

The order instructs agencies to make monthly compliance reports to the Department of Energy which in turn would make a report to the President.

The order also instructs the DOE and the Department of Trade and Industry to consult with trade and industry groups to develop "voluntary energy conservation programs" for their members.

The Department of Environment and Natural Resources was ordered to enforce the antismoke belching law since excessive exhaust smoke is a sign of inefficient fuel use and does harm to the environment.

The President was optimistic of the Filipinos' ability to weather the current crisis just like they did previous crises.

"I have full confidence in the people to come up with creative and collective means to save energy, and the government will continue to lead by example," Ms Arroyo said.

"Let us all keep a watchful eye on the looming crisis, holding our focus and our hands together to meet it."

Flavier solution: Go ride a bike

By TJ Burgonio

ISN'T IT about time you took your trusty old bicycle out of the garage, oiled its rusted parts and started riding it to work?

The idea of biking to the workplace is fast gaining proponents in the Senate after the government sounded the call to conserve energy in view of the looming oil crisis.

The senators, who ride their Benzes, Jaguars and Lincolns everywhere, may not be the best persons to talk about the joys of biking, but pedaling to work may not be such a bad idea at all.

"With the cost of gasoline going up to P40 per liter, we have to think of alternative modes of transport to save on gasoline, and biking and walking are two of the most practical," said Senate Pro Tem Juan Flavier. "It's the only way out." *(Related story on Page A23)*

Above everything else, the gains that could be had from biking are countless, according to some senators.

"We should start using bicycles. Why not? We become more physically fit as a people if we use bicycles," said Sen. Juan Ponce Enrile, who at 81 was willing to show the way for everyone. "I can bike from here to my province," boasted the lawmaker from Cagayan.

"There will be less noxious fumes if bicycles are used," agreed Senate Majority Leader Francis Pangilinan.

There had been attempts in the past to ban cars in favor of bicycles in sections of the metropolis on certain days to reduce air pollution, but these never took off.

Sen. Pia Cayetano, a cycling enthusiast who logs hundreds of kilometers a week, voiced support for the bike-to-work proposal, but said this was only "doable" if one's home was near his workplace.

"It would work if we implement this for people who live near their offices, for example, in Taguig. Most of the people there live 5 kilometers away from their jobs. That's an ideal place to implement this," she said.

Allowing cyclists on major thoroughfares, like Edsa, would also need comprehensive planning between the Metropolitan Manila Development Authority and local government units, Cayetano said.

"I speak from experience because I bike 200 km a week. I bike on busy roads, on small roads. Either way it's dangerous because motorists are not used to bikers," she said. "We have to have a program to ensure the safety of motorists and bikers."

Flavier has refiled a bill providing for bicycle lanes on main roads and highways around the country to encourage biking and to ensure the safety of bikers.

He stressed that such lanes were needed more in Metro Manila, one of the most densely populated urban areas in the world, since it is the seat of power and the hub of trade and finance.

"That's where it's more needed because it will reduce the need for [motorized] transportation. This is an alternative transport that is being done in New York," he told reporters. "If we decide to do it, we can do it."

Enrile wondered why most Filipinos opt to take motor vehicles to work when their more affluent Asian neighbors have been using bicycles for years.

"The Vietnamese, Chinese and Japanese, before they became affluent, the Malaysians, the Thais and even the Singaporeans use bicycles in order to conserve energy in their countries. Why can't we do it as Filipinos?" he said.

"We did it during the war. And not only bicycles, we used our legs to walk distances."

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OPINION

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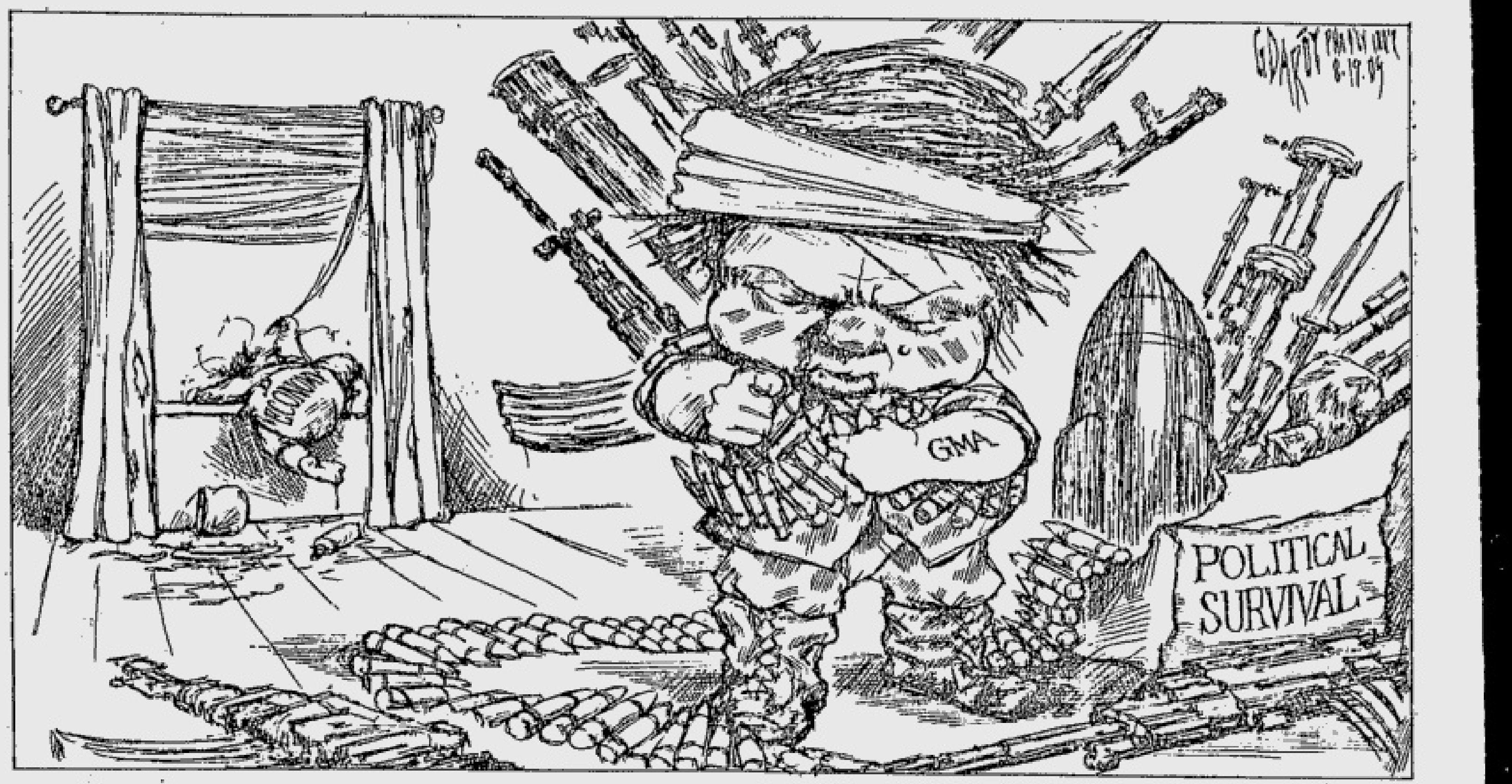


Gamblers

EDITORIAL

TWO weeks into the hearings of the House committee on justice, the country has gotten enough of a preview into the thinking of both sides to inspire unease. However much both sides insist that there are serious matters of law and procedure to consider, it seems impossible to escape the conclusion that both sides are gambling with the good of the nation.

It all began with Oliver Lozano and his complaint, which, as he himself points out, was backed both by an administration congressman (Alagad Rep. Rodante Marcoleta) and one from the opposition (Iloilo Rep. Rolex Suplico). At the time Lozano filed his complaint, it was criticized as either motivated by publicity-hungry opportunism or an administration-sponsored attempt to forestall a serious impeachment effort. To this day, Lozano denies this, but also to this day, the bone of contention in the House is what to do with Lozano's complaint and the various efforts to supplement it.

Last Wednesday, after the ugly shouting matches in the same committee the day before, the issue was finally joined. The administration insists that the question of at least three complaints (the idea that the complaints really number 10 seems to have been dropped) having been filed, while the Constitution only permits one, must be resolved before the committee goes on to determine whether the complaint is sufficient in both form and substance. The opposition, of course, disagrees and wants the first and third complaints treated as one, with the second thrown out. The majority congressmen came close to simply railroading the issue: they wanted to resume their meeting after a brief break to permit the House as a whole to begin and then suspend its session, but the minority objected. What followed was a decision to resume the committee meeting on Tuesday, or almost a week later. So much for focusing on their work.

However, if the political considerations involved are examined, the decision makes some sense. Administration representatives have said time and again that it is in the interest of the President to fast-track the process. The opposition, on the other hand, claims a speedy process harms their chances of coming up with the magic figure of 79 signatures. But then other representatives say to prolong the process is to increase the chances that the administration can influence congressmen to withdraw support from impeachment.

So which is it? We can't help recalling what one congressman said before the impeachment hearings began. The congressman said his colleagues wanted to fully "ventilate" their views, suggesting that the House was jealous of media attention and airtime being hogged by the Senate. Tacticians on both sides of the political fence have observed that dragging the process out serves the interests of both sides. It gives administration allies time to consolidate their ranks and even raid the ranks of the opposition. For the opposition, delaying the process is an opportunity to achieve maximum pre-trial publicity, while (as some cynics put it) saving money by avoiding being held hostage by the last four or five necessary signatories who might demand a high price.

There is a larger question here, of course, and it is whether either side is truly interested in sending the impeachment complaint to the Senate for trial. The President's initial confidence ("impeach me") has been replaced by a stubborn insistence on exploring every single legal and procedural issue open to her supporters to obstruct and delay the process. This approach has been matched by the opposition's zeal in milking the hearings for as much publicity it can get rather than arguing substantive law.

Both sides are gambling big-time. One side is gambling on the public's incapacity to sustain interest for long, while the other is gambling on the possibility that it would be able to whip up public outrage. Dragging the process out thus serves the interests of both camps, however those interests are defined.

It may be unfair to characterize the House majority as more interested in appearing to support impeachment while actually laying down the basis for dismissing it, just as it might be wrong to think the opposition lacks confidence that it can pursue its case successfully. But it is fair to suggest that the interests of both sides seem to run counter to what the broader public wants. While the House seems to be ambivalent on the issue, the public clearly wants a Senate trial.

Why is GMA afraid of impeachment trial?

As I See It

Neal H. Cruz

WE Filipinos have a saying for it: "*Kung ayaw mo ng santong dasalan, daanin natin sa santong paspasan* (If you don't want to settle it peacefully, we'll do it violently)."

That's what may happen eventually because of the way administration congressmen are blocking the impeachment case against President Macapagal-Arroyo with all sorts of procedural technicalities. This dirty trick may do what the second envelope did during the impeachment trial of President Estrada. Pro-Estrada senators, using the tyranny of numbers, voted down the opening of the second envelope which was thought to contain damaging evidence against Erap. The people got angry and trooped to Edsa for another people power demonstration and then proceeded to Mendiola, threatening to storm Malacañang, forcing Estrada to leave the Palace. If pro-GMA congressmen make a similar mistake by blocking the impeachment case with technicalities, the people may lose their patience and resort to violence.

Why are they afraid of an impeachment trial anyway? If GMA is innocent of the charges, she would be acquitted. GMA herself challenged the opposition to impeach her instead of resorting to people power. Other sectors, including the Catholic bishops, urged anti-GMA forces to use constitutional means (meaning impeachment) to replace her. And that's what they did: file impeachment charges.

But it has now become obvious why GMA dared the opposition to impeach her: the impeachment complaint will never reach the Senate for trial. Her minions in the House will see to that.

That has been the tactic of GMA forces from the very beginning, to block the presentation of evidence through technicalities. When Congress was canvassing the votes for president and vice president, pro-GMA legislators blocked all attempts by the opposition to present evidence of cheating through technicalities. They are applying the same tactic to the impeachment complaint. And it is the sad misfortune of the Philippines that its Congress has too many lawyers who can make white look black and vice versa.

When the Chinese communists revolted against the Chang Kai-shek regime, one of the first things they did was shoot all the lawyers. They were right. China is now among the most economically progressive nations in the world in spite of its gargantuan population. I am not advocating the same thing here, but let that be a warning to the lawyers in Congress blocking impeachment.

"If you can't win a case, delay it," says an old saying among lawyers. And all throughout the Gloria scandals, that has been the grand strategy: delay the case or block the presentation of evidence, be it in the canvassing of votes, impeachment case, or *jueteng* investigation. Sen. Lito Lapid, chair of one of the two committees investigating the jueteng payola, wants to end the probe even while more evidence is coming out and more witnesses are waiting to testify. Why? Because evidence is piling up to damn the First Family and Lapid's prominent constituents in Pampanga.

GMA is in deep s--t because of the widespread impression that she cheated in the last elections. She is a usurper, a squatter in Malacañang, a pretender, illegitimate, the people say. Eight out of every 10 Filipinos nationwide want her out of Malacañang.

But the unelected "president" stubbornly refuses to leave, denying that she cheated in spite of the damning evidence of the "Hello, Garci" tapes. If she really won "fair and square," as she claims, she should be eager to open the election returns to prove it. The fastest and surest way to resolve the issue is to recount the votes. Instead, her police force has resorted to an illegal raid to seize evidence of cheating.

Even if the impeachment case is successfully blocked, she cannot rest easy. The people will continue to believe that she stole the presidency. The crux of her problem is her legitimacy. If she can prove that she was legitimately elected, her troubles would be over. The people would accept her.

But why are her minions in the House (who obviously get their marching orders from Malacañang) afraid to do that? Without an impeachment trial, GMA won't be able to present her side. She won't be able to convince the people that she did win "fair and square." She will continue to be an illegitimate president in their minds, and they will not stop trying to unseat her. Her life until her term ends would be hell on earth, with one crisis following another. In time, the funds in the treasury used to bribe witnesses and congressmen would be exhausted, and even her staunchest defenders will get battle fatigue or see the light and desert her.

That is why the opposition is now bringing its case to the people. If they cannot get a fair hearing in the House, they will bring their evidence to the people. That is fraught with danger—to the President and her supporters. If the people are convinced that GMA cheated and the congressmen are preventing the evidence to be shown, they may resort to violence. The people braved tanks, cannons and soldiers during the Marcos regime. They will do the same thing if they are sufficiently infuriated. And what GMA has been doing has been more infuriating than what Marcos did during martial law. GMA has created a whole new industry employing witnesses who lie for pay. Bribery has become routine in her administration, the recipients being Comelec officials, congressmen, witnesses for sale and policemen and politicians of all shapes and sizes.

They're afraid of an impeachment trial for only one reason: GMA is guilty.

Job discrimination against 'thick Filipino accent'

Passion for Reason

Raul C. Pangalangan

THIS week, Linggo ng Wika, we celebrate our national language, Filipino, as the most honest expression of the Pinoy soul, fully knowing that it is not the most effective idiom for competing in the global market. In the age of business outsourcing, "call centers" and the export of migrant labor, English proficiency is our comparative advantage.

Along the way, another tongue has actually emerged: Filipino English. Homegrown Pinoys may not be aware of it, but the US Supreme Court sometime ago upheld the non-hiring of an otherwise excellent job applicant because of his heavy Filipino accent in Fragante v. City and County of Honolulu, in a decision handed down in 1990 decision.

Fragante was a combat veteran who fought as a guerrilla against the Japanese and served a 23-month tour of duty in Vietnam. He retired from the Philippine military, became a naturalized American, and applied for a job with the Department of Motor Vehicles and Licensing. A US law professor described him thus: "Horatio Alger gained fame writing about men like Manuel Fragante, who faced adversity with resilience, self-reliance, intelligence and hard work."

Fragante topped the written examinations. But as soon as he entered the interview room, the interviewers were floored by his "very pronounced accent which is difficult to understand." He wasn't hired.

He filed suit under US civil rights laws that prohibit discrimination on the basis of race, color, sex, religion and national origin. He would construe accent as a "proxy criterion" for "national origin," because accent is nearly immutable—at a certain age, you simply can't shake it off, try hard as you may—and is functionally equivalent to discrimination on the basis of foreign origin.

But the courts held that his thick accent affected his job performance. Oral ability to communicate was a legitimate job qualification, and was therefore not discriminatory. Just by way of example, if you imagine the voice of your typical "atorni" in that context ("Ay eeem rreedi tu prrusid, yurrrahhnar"), perhaps he would have to repeat himself just to be understood, and might take twice as long to accomplish the same work as those who spoke in more familiar accents.

The irony was that during the trial, Fragante testified for two straight days in English, in nearly perfect grammar and syntax. His counsel had argued that it wasn't a question of "linguistic deviation"; if he wasn't easily understood, it was because his hearers automatically tuned off as soon as they detected his accent. It wasn't that his tongue wouldn't cooperate, but that other people's ears—and minds—closed up when they heard him. His ineffectiveness at his job lay, not in the stubbornness of his tongue, but in the callousness of his listeners' hearts. When "listener prejudice" is seen as a neutral test for job effectiveness, the court ratifies and becomes an instrument, an extension, of other people's biases.

But Filipinos shouldn't be surprised that language is more than just a way of talking, but a way of fixing a pecking order. Historians tell us, for instance, that the national hero Emilio Jacinto, who rebelled against Spain, actually affected a Spanish accent in speaking Tagalog as a young man, a mark of his being better educated than his peers.

So, before you demonize Fragante's tormentors, first admit that back here at home, we inflict and endure "listener prejudice" among ourselves. All of us speak English with an accent, yet there is a hierarchy even among those accents. Where is it written that a Manila accent is superior to an Ilocano accent? Both are equally foreign-sounding to native English speakers, whether British, American, Australian, etc. Teachers and job recruiters favor students who speak in the confident accent of the classy Catholic schools, and pick on those who sound *promdi*. Yet this distinction has nothing to do with the language itself; it has all to do with our own local, class-based bigotry.

Irony of ironies, the burgeoning job market for call centers in Manila seeks American-sounding natives. These centers have apparently brought accent-conditioning to the level of a science, which should weaken Fragante's argument about accent immutability. Consider finally those telephone companies that advertise international long distance with Pinoy operators. Would the job vacancy say "Genuine Pinoy accent only"? (The foolproof test is to make job applicants read the vacancy notice. If they say "jinwayn," they're in!) Perhaps for certain jobs, an accent requirement is no different from a language requirement—you need a Spanish speaker to translate "Noli Me Tangere," a connoisseur of Filipino English to ask "Collect *ho ba 'to?*"

When I was a student activist in Diliman, I noticed that activists who had hitherto spoken English regularly, suddenly stopped or tried to sound as "authentic" as possible, rolling their r's and blunting their short a's. It just wasn't politically correct otherwise. I couldn't have imagined that decades later, it would be economically necessary and academically indispensable in the Philippines to speak the colonizer's language in the colonizer's style.

Language then is not just about power. For the poor bright kid who dreams of one day landing a well-paying job at a call center, it is about dreams. Learning English, for him, can very well make the difference between languishing in the same slum where he came from, and moving onward to a bright world where toilets don't stink, people say "Good morning" to one another, and yes, a decent paycheck awaits every payday. I will not begrudge him his dreams.

* * *

Comments to passionforreason@gmail.com

The short life of ecclesiastical exhortations

COMMENTARY

Asuncion David Maramba

"PERSONALLY, I'm not very happy with the reaction," Bishop Deogracias Iñiguez said. He "was convinced the President had not done enough in response to the July 9 statement of the CBCP" ("Restoring Trust: A Plea for Moral Values in Philippine Politics"—to refresh our short memories).

For the time being, let us leave GMA to her conscience, which I trust will never leave her. What I was enthusiastic about was not just the call to GMA but the call to you and me, a call that went beyond the usual "Let us pray" bit.

In that pastoral statement was expressed a very concrete proposal to do something: "We urge our people in our parish and religious communities, our religious organizations and movements, our Basic Ecclesial Communities to come and pray together, reason, decide and act together always to the end that the will of God prevail in the political order ... People ... should come together and dialogue in order to move the country out of its present impasse." The INQUIRER editorial last July 12 noted its significance; so did Manuel L. Quezon III on July 14.

There is nothing trifling or easy about this call to action; to meet and examine whether Gloria still has the moral ground to govern. This is nothing less than a challenge on a virtually political undertaking most churchgoers regard as alien to churchgoing.

Nevertheless a group of friends met informally in response to the call "to come together." It was a small group of six, fed-up and quite desperate about the situation. It was brainstorming of the loosest kind. We flitted from one concern to another. Clearly the group was seeking direction and focus.

If the movement, for movement it is, ever gets off the ground, certain questions have to be answered: Who will set up the mechanics and formulate the guidelines for the meetings? What questions or points will be discussed in this "bill of particulars"? How long will the meetings be? Who will facilitate? What figures or data are needed? What will the objective and focus be? Perhaps some pattern or sequence similar to the favorite observe-judge-act can be adopted. Lest the discussion-dialogue degenerates to directionless monologues or gripe sessions without arriving at "findings" or conclusions, such guidelines have to be drawn.

Another problem has to be cleared besides the who-how-what. If the pews do talk back, to whom will the conclusions and recommendations be submitted? To a collecting-coordinating-collating body? To media? Will there be some body or person to guarantee that something will come of the effort?

I ask such questions because one wonders, for example, whatever happened to the "observations and suggestions" asked of parishioners during the last Priests' Congress. Were their papers taken seriously or thrown away, or were only the agreeable ones considered? Why go through an exercise that will be ignored anyway?

If seriously attempted, such gatherings can be done. The laity in every other parish is rich with organizing talents. The Church is the biggest network in the country with captive audiences every Sunday, over-achieving in devotions and charitable works but under-achieving in human development and education endeavors. For example, not a few have commented that while the Church insists on natural birth control, it has not taken advantage of its vast parish network to teach it.

If this exercise goes through, a good cross-section of the country can be covered. As such, its results would be more reliable than today's debased rallies which are a little more than a contest in numbers (read, *hakot*) and so much "political noise," ill-disguised as prayers and healing.

But alas, not even two months after July 6, the exhortation, like a passing wind, now seems to have gone the way of such statements. Are fleeting life spans and natural deaths the fate of ecclesiastical exhortations, so easily forgotten by sender or receiver?

The Church, however, has not forgotten. Bishop Iñiguez, deploring the neglect, may be echoing the sentiments of the bishops who may be watching GMA. But GMA seems to be "skirting the truth." Will she be able to turn back the cycle of politicking, "rewarding," "avenging" or face-lifting?

And how about us? Will anything come out of the call for some concerted action on our part? If the effort of our small group will come to naught for lack of guidance or support, the least we can do is include ourselves in the examination of conscience. GMA may be "deserving of the highest scrutiny"—she is not yet absolved. Neither are all the lesser government officials down to the barangay chair. Neither are we.

"What kind of Christianity have we been living?" asked Father Tanseco, S.J., after noting that we, the only Christian country in Asia, have produced the two most corrupt Catholic presidents and the second most corrupt country in the region. Father Bulatao, S.J. called it split-level Christianity, one kind for inside the church and another, outside. We keep the two apart, like oil and water. Believe it. A priest, no less, asked of someone who was trying to live "whole": Can't he compartmentalize?

Are we also living the same political culture practiced and perpetrated by our politicians whom we roundly condemn? If we choose a candidate mainly for "connection" and if we put down our spoon in the middle of a meal and fall over each other to greet the mayor who has just walked in—two hours late—then we are part of the problem.

Asuncion David Maramba is a retired professor, book editor and occasional journalist. Comments to marda@info.com.ph; fax 8210659

The personal is political

AT LARGE

Rina Jimenez-David

The following are excerpts from a talk I gave yesterday at the National Leadership Training for Student Government Officers held at the Teachers' Camp in Baguio. I was invited by Businessworks, which is managing the training along with Ateneo Student Trainers (Strains) and the Department of Education, to speak on "My Organization, My Community" during a break-out session for teachers.

Though most of the talk is based on personal reflections and recollections, I must acknowledge drawing from the "Pinay Rosebook," a primer on the history and guiding principles of Pilipina, the national feminist women's organization of which I have been a member since 1981 and currently chair. The "Rosebook" was written mainly by Jurgette Honculada.

* * *

A GUIDING principle in my women's group Pilipina as well as in feminism is that "the personal is political." One cannot be a feminist merely in theory, spouting the politically correct terminology, but living a life of subordination or, worse, oppression. A feminist always has "to bring the issue home." To call oneself feminist is to question the very basis of one's self-identity, to assess and re-assess the most intimate relations of one's life, to dig deep into the roots of one's notions of self and society.

So allow me to begin with the personal. In the beginning, my identity was that of the sixth of nine children, the middle of five daughters, of a middle-class couple with roots in provincial privilege. My mother had trained as a teacher, while my father was a lawyer and a writer.

You could say I had my education in feminism at the hands of the best teacher, my mother. Though she eventually stopped teaching as her family grew, you might say she channeled her ambitions to her children, especially her daughters. Growing up, I never had the sense that I was valued any less than my brothers. Though of course I sensed the usual pressure of social expectations to marry and bear children, equally compelling was the message that we girls had to make something of ourselves. "Never depend on a man for your survival" was a mantra throughout my childhood and adolescence. "Always be sure that you can support yourself and your children."

My mother belonged to the generation and class of women for whom choices in life were constricted, though they embraced their options with equanimity, if not always serenity. But I always sensed that she wanted more for her daughters, and that, despite her motherly vigilance and words of warning, she may have even envied the many other doors opening for us as the Age of Aquarius gave way to the Age of the Power Suit.

* * *

BUT having a richer menu of life choices than our mothers didn't mean life was any less complicated for women of my generation. It may even have made the pressure that much greater. I have been fortunate in that in this long and still on-going search for meaning and self-hood, I have been accompanied by a man who has no issues about boundaries or control, and has embraced the uneven, helter-skelter nature of our life together.

Someone has said that there can be no more important decision than that of a choice of one's partner for life. But when friends comment how "lucky" I am to be married to my husband, I say luck has nothing to do with it. I don't think I could ever have fallen in love and stayed married to someone else, because I had very clear ideas of what I wanted in life and what sort of man I would need—whose company I would enjoy—as we journeyed together.

Indeed, finding the right partner, or working to make sure one's current partner evolves into the right one, is essential if we are to stand conventional family values on their head. I don't know what verdict my children would hand down if asked to assess the impact of having a mother who is a feminist on their own lives. My daughter says she laughs when her own friends wonder how "different" we are, because she considers our family life "normal and boring."

Let me hasten to add, though, that it hasn't been easy, achieving this "normal and boring" state of affairs. Fighting for shared parenthood when my children were much younger was not without its moments of high drama. And I have had bouts with guilt about being a "bad" mother much too often for comfort. Breaking society's rules on gender divides and socialization, the proper toys for a boy and a girl, having my son learn to cook (from his father) or dealing with their growing curiosity about sex, all these call on our creativity and daring, simply because we choose "none of the above" among the available and conventional lessons around us.

* * *

BUT as I said earlier, the "personal is political." And in my case, the political has served the personal well. For if it wasn't for my embrace of the label of "feminist," and for the company of women in Pilipina, I don't think I could have brought home the issue with as much success—or at least a minimum of upheaval.

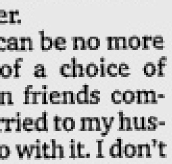
In 1980, four women—Irene Santiago, Teresita Quintos-Deles, Remmy Rikken and Sr. Mary John Mananzan—came together during a bigger gathering of development workers and began talking earnestly, late into the night, about "a question without a name." Their talks led to a series of consultations with women from different sectors, highlighting issues of exclusion and subordination that women felt, even when working with men of a supposedly "progressive" bent (the worst of the machos, it turned out).

The consultations eventually led to the founding of Pilipina in 1981, with the group embracing from the beginning feminism and socialism, because "the struggle for social transformation would have to be waged along gender lines, not just among the lines of class and property relations."

(To be concluded)

Where to find answers

LOOKING BACK



Ambeth R. Ocampo

ALTHOUGH I grew up in a house with books and liked reading, my earliest experience of research was in college. I was fortunate to have the late Doreen Fernandez as my freshman English teacher and it was she who guided me through the thrill of research and the agony of writing my first term paper. In those dark days one had to type out papers and it was hell trying to maintain margins on the page and even more difficult to add footnotes into your work. A small mistake sometimes led to repeating the entire page.

Students today breeze through papers and multi-media presentations without realizing how easy life is with word processing, spell/grammar check, cut and paste and other functions that are second nature to computers. You can print in color, adjust margins, change typeface and font size with the flick of a finger. Yet when I read my students' papers these days, I realize that form has definitely changed while content is still something they have to grapple with. While it is easy to produce handsome printed or on-screen reports, the basic processes of research and writing remain very much a solitary exercise and haven't changed very much through the centuries.

When Doreen opened the topic of term papers and promised to show us "the joy of research," there was a polite but audible groan from her normally receptive students. We were taught to take notes on 3 x 5 index cards, how to copy and make out complete and correct bibliographic citations, how to use bibliographies, find guides, and make maximum use of library resources. One of her famous questions was, "In which play does Shakespeare use the word love the most often?" The lazy ones presumed that the correct answer was "Romeo and Juliet." Others, seeing how the question looked so easy, sensed a trap and would start scanning Shakespearean texts and try vainly to count "love" before the deadline.

I wouldn't be surprised if some people had a nervous breakdown trying to find the answer to this question, but the solution was simple: just open the "Concordance to Shakespeare" and you would find the answer quickly and simply. Most of our basic research has been done by others who have lived and toiled before us. The challenge is knowing where to find the answers.

A non-conformist even in my freshman year, I did a paper on Nora Aunor and went through years of *komiks* and fan magazines to find an angle that was new. Then as now, I was drawn to the bizarre and I found out that Nora Aunor and her screen hubby Tirso Cruz III had a "child" in the form of a plastic, blonde-haired walking doll known as "Maria Leonora Theresa" that fans treated like a real person. During one film festival, this doll had its own float, and on certain days, she was displayed to fans in the Aunor home and she received clothes, jewelry and other gifts befitting a princess, the imaginary daughter of the King and Queen of Philippine cinema at the time. I didn't get a very high grade for this unusual paper, because my work was sloppy and I submitted it late. But this rather uninspired experience started me off on my lifelong affair with Filipiniana research.

I did a paper on Kapampangan folk tales and my undergraduate thesis was on "Food in Pampango Culture," which led me to a rediscovery of my father's language and cultural heritage. My research entailed not only library work but also a lot of field work whose result manifests itself in areas of my body that are in need of liposuction.

Another memorable research paper was on Filipino curse words. It entailed browsing through the Tagalog-Spanish vocabularies compiled by Spanish friars. It was fascinating to find proof that these "bad" words were in use long ago.

What I found amusing was that the anatomical terms listed in the vocabularies in Tagalog were not translated into Spanish, as were other words, but they were translated into Latin. Perhaps this was done to make the base word seem scientific or perhaps it was meant to censor what a Spanish-reading friar or Filipino could understand. The familiar four-letter words in Latin provided me with a better vocabulary and hours of fun.

For Philippine history, I had the most terrifying professor in the roster named Miss Helen Tubangui. She introduced me to the wonders of the 55-volume compilation of documents on Philippine history from 1498-1898 by Emma Helen Blair and James Alexander Robertson which is known to scholars today simply as "Blair and Robertson." We were asked to look into the two-volume index and find a research paper under the letter of our surnames. There was definitely a lot under "O" but I was frustrated that there were no entries on Ogres, Orgies or Orgasm.

Miss Tubangui also introduced us to the volumes called "Reports of the Philippine Commission" and "Reports of the Governors-General of the Philippines" that covered the Spanish period. When I have a tight deadline and need a topic, these sources are on my first line of defense. They contain a lot of obscure data on Philippine history, engaging in themselves but when brought together can encourage fresh insight and a first-hand view of the Spanish or American past.

Why am I reminiscing? To give credit to these and other teachers in the hope that some of my present students will follow the path I have taken.

Comments are welcome aocampo@ateneo.edu

Guilt and guile

PINOY KASI

Michael L. Tan

I COULD tell where the lecture was when I got to the UP College of Medicine last Friday by the way laughter thundered through the building. Which is unusual for the college. Most of the time the classrooms are noisy, but it's because students are discussing, often with long solemn faces, their textbooks and lecture notes.

To celebrate the college's centennial, a series of lectures had been organized, and last Friday, the guest speaker was Dr. Juan Flavier, one of their most famous (or notorious, depending on your point of view) alumni. Speak he did, regaling his audiences with one joke after another recounting his student days and terror teachers ("We had a test where we were asked to name all the amino acids ... in the order of their discovery."), his short (pun intended) but very fruitful stint as health secretary ("When asked how many people work at the department, I answer, 'half of them'") and, for the last few years, serving as senator.

'SSS'

I had first been approached a month or so ago to be one of the reactors at the talk, and I had asked myself, "How do you react to a talk by Dr. Flavier?"

How indeed. The jokes were non-stop, with no sacred cows. There were, to be sure, the usual crop of condom jokes, of vulcanizable condoms for Ilocanos and luminous ones for aging clergy. But that has always been his point: people can't relate to doctors and to the Department of Health because health matters are made too serious. Well, they should be, but if you want people to be healthy, you have to make health fun.

I'm going to apologize here as I drop the "Doctor" and "Senator" references (the INQUIRER's style is not to attach titles to surnames except with the first citation). So, here goes:

Flavier admits that as health secretary, he was merely continuing programs set up by his predecessors but he did add spice to the programs, captured by a catchy "Let's DOH it!" package of slogans and acronyms.

It was during Flavier's term that we were introduced to Yosi Kadiri, a cartoon character epitomizing the repugnance of smoking. We heard, too, the calls to women to conduct, SSS, the Tagalog acronym for breast self-examination.

Language of health

Flavier talked about how we need to tap popular culture, including our love of rhyming words and phrases. I couldn't agree more, and in my reaction, I noted how health educators need to look at languages other than Tagalog for innovative ideas. Then, too, there's the wealth of folklore, of folk tales and proverbs and riddles. A sample I shared, referring to a very common public health problem: "*Paa niya nasa ulo* (On the head are its feet)." The audience was perplexed but I finally heard someone give the right answer: *kuto* (lice).

Imagine the difference starting a community lecture by going, "Today we are going to discuss lice," compared with a, "Let's play a game... Guess what..." And for a prize, you would give out one of those special fine-toothed combs.

Words are powerful, which means we have to be careful as well in our choices. I've written about the disaster that came with "Ligtas Buntis," the health department's campaign for safe pregnancy. But in Flavier's time, there had been a Ligtas Tigdas program, calling on parents to get their children vaccinated against measles. Ligtas Buntis was interpreted by conservative Catholics as an attempt to pathologize pregnancy, to make it sound like measles and other diseases.

Community health

Jokes and slogans have their place, certainly, in public health, but I do worry at times about the message being overwhelmed by the medium. In some way, Flavier may be a victim of his own success: whenever he lectures, we end up being so entertained that we forget that his main achievement was promoting community health.

Flavier's very ability to make health understandable to the public comes out of his own experience as a rural doctor. In international public health circles, he is remembered for one of his early books where he used agricultural metaphors to explain family planning.

Fortunately, during the UP talk, the other two discussants were doctors who came out of community practice: Penny Damogo, who was for many years the municipal health officer of Bontoc and is now one of the provincial health officers for Mt. Province; and Florence Tienzo, who worked for many years with community-based health programs. Both talked about how Flavier had influenced them. Florence, in fact, had a running battle with her parents about her wanting to go to community medicine. Fortunately, Flavier was their commencement speaker and his speech convinced Florence's parents that community medicine wasn't such a crazy option after all.

Guiltless resignation

After Flavier's talk, I told the organizers we need more of these events, not just to "entertain" students and faculty but also to remind them that medical practice includes many options.

Just the day before Flavier's talk, Dr. Olive Caoili of the Department of Political Science at UP Diliman asked me if I'd read an article in the British journal, The Lancet, about brain drain among Filipino doctors.

I looked up the essay, written by Victor Alvarez of the Makati Medical Center and published in the June 21 to July 1, 2005 issue of the journal. It's interesting how the article is making its rounds now through e-mail, reaching non-physicians and provoking discussions, including "What else do doctors at the Makati Medical Center need to keep them from leaving?"

Alvarez's essay clearly shows it isn't just economics that drives away our doctors. The article starts by describing how one of Alvarez's friends, a surgeon, went into nursing school with the hope of eventually leaving the country. The article is scathing as it runs through the problems of health care in the Philippines, a long list of frustrations about everything—from the maddening traffic to poverty and government neglect.

Alvarez's essay is entitled "Guiltless resignation." We joke all the time about how Catholics are so saddled by guilt, so the title says a lot about where our doctors are these days. But I can understand how guilt and remorse are bound to disappear when we face so much guile, so much deception on the part of our leaders.

Which takes me back to Flavier. We need to hear him more often talking about what it means to be a doctor, especially in these trying times. He did talk about brain drain during the open forum, the only time that morning where his voice was tinged with sadness. Who would have thought indeed that the profession would need so much soul-searching, grappling both with guile and guilt?

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All are losers in civil strife

DEPLOYING more troops in Eastern Visayas will not solve the insurgency there. Neither will it get the support of the communities that the soldiers are supposed to protect.

People rise up against the government because of abject poverty, deep-rooted injustice, abuses by the police and military, absence of adequate social service, and failure of the justice system, among other things. Instead of deploying more government troops and putting their lives as well as those of poor villagers at risk, the government should focus on solving these problems.

We should bear in mind that soldiers, rebels, villagers, all of them have families that don't want to lose them.

There have always been people who, ironically, have been advocating the use of force and arms to promote peace, a stable economy, development and the country's interests. But such an approach is adding fuel to the fire.

So why is the budget for most social services lower than the allocation for national defense? The sad part of this is that most soldiers and their families remain poor and deprived.

Look at the "war" the government has been waging in Mindanao for years. They have made the poor on that island grow in number while rebellion continues.

Meanwhile, hundreds, if not thousands, of people have been killed and displaced. History repeats itself, and I feel sad that we can't seem to learn our lessons from the past.

Food instead of bullets. Justice instead of impunity. Teachers instead of troops. A deeper understanding of the root cause of rebellion instead of the knee-jerk reaction of deploying more troops.

In war, everyone comes out a loser. Nobody—soldier, rebel, villager, government leader, or anybody—can claim victory. The decades-old insurgency and rebellion have given us more than enough pain to prove this point.

—DANILO REYES,
intern, Asian Human Rights Commission
(AHRC), Mongkok, Hong Kong,
danilo@ahrchk.net

Work the best antidote to crisis

ONE does not have to be an economic expert to know that the best antidote to the economic crisis that we are faced with today is to work, work, work, work and work hard. But in the Philippines, we do the opposite, i.e. the government declares holidays left and right as if we're wallowing in wealth.

We all know that holidays hurt businessmen and capitalists as they pay more; but the sector that is most disadvantaged by the holidays is the "*arawan*" (daily wage earners) who will not get paid on such days based on the principle of "no work, no pay." I am sure the children of those daily wage earners will tell their fathers: "*Tatay, nagugutom na po kami.*"

Maawa naman po kayo sa mga taong. ito (Have pity on these poor people).

—PAUL R. MORTEL,
MBLA Court, Malanday,
Marikina City

Still on Gloriagate

VOICES ON INQ7.NET

(*More comments on news. inq7.net/talkingpoints.*)

I HOPE that that Daniel Stafford of Maryland, USA, did not mean to say that all Filipinos are stupid: (PDI, 8/12/05)

I hope he was referring only to those Filipinos who make a living out of lies they peddle to the highest bidder; to media moguls who cash in on the sensational and fantastic stories they allow to be published or broadcast or who let their establishments be used as propaganda machines of high-paying parties; to those columnists and commentators whose obviously partisan commentaries show that they are nothing but paid mercenaries and mouthpieces of the interests they serve; and to those traditional politicians, government functionaries and private persons who are in cahoots with one another and pay any price to hide their spurious activities.

The admission of Gloria Macapagal-Arroyo that it was she in that now famous "Hello, Garci" tapes and her public apology for having done such a gross indiscretion and improper act would have raised hell if it were done by a president of the United States and would have surely been the daily feature of the front pages of The New York Times and the Washington Post. Now Stafford is lecturing us to leave Ms Arroyo alone and let her get away with her lies, indiscretions and utter lack of ability to show even a semblance of good governance.**—Ramon Mayuga, Heckstr. 24, 45239 Essen, Germany**

* * *

I beg to disagree with Alex Yalung. We should get at the truth and settle this by the rule of law. We didn't see and know the truth of past frauds because of what they call People Power I and II. Where are we now? We're sending wrong signals to our youth. Choosing the lesser evil won't put us on the right track. We're always at the crossroads and can't seem to reach our goals. To save the country money, resources and what's left of her dignity, GMA should step down and let us have a fresh start. There's always hope.**—Henry B. Dioneda, surveyor, Det Norske Veritas**

* * *

A president's greatest sacrifice is to recognize what's good for the country and his/her countrymen—and resignation is the only way to resolve this crisis! To spare us from further hurt and so as not to delay our recovery, I hope she comes to realize that this is all we've got. She must stop being hardheaded. We have a corrupt President trying to resolve an economic and political crisis, which she created, just to stay in power. She's lost it! It's that simple! We're not dumb!**—Cris Dominguez Jr., Fairview, Quezon City**

* * *

Do the people of the Philippines enjoy beating themselves up? How difficult is it to just send the Garcillano tapes to an objective third party to analyze? They are phony and fake. Oh, Philippines... so much potential, so many wonderful, brilliant, beautiful people. Yet you kick yourself again and again. You are the author of your own endless misery. Sigh.**—Daniel Stafford, Makati and Reston, VA**

* * *

I would like to quote a solution contained in writer David Martinez's lecture to my group of e-mail buddies on why Filipinos are leaving their country: "Soon, I pray, they'll go for the jugular." This prayer is also my deepest hope for the resolution of the present crisis involving Gloria Macapagal-Arroyo.**—Anna Hill, Brussels, Belgium**

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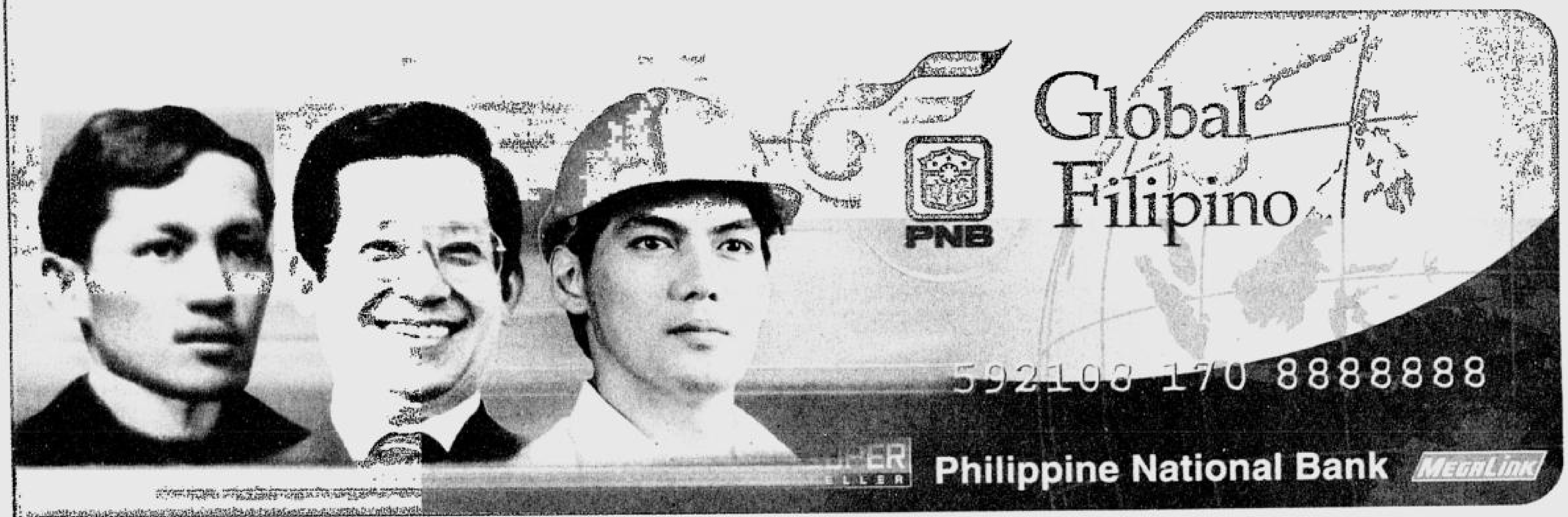

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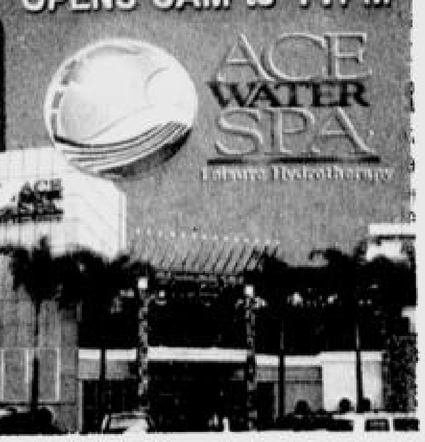

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Palparan leaving Samar, says solon

PALPARAN

By Joey A. Gabieta
PDI Visayas Bureau

TACLOBAN CITY—President Macapagal-Arroyo has reportedly gave in to pressure exerted by congressmen and human rights groups and ordered the transfer of Army Major Gen. Jovito Palparan out of Eastern Visayas.

Samar Rep. Catalino Figueroa (second district) said Ms Arroyo "showed" him a copy of the supposed order, removing Palparan as commanding general of the 8th Infantry Division based in Samar and transferring him to Fort Magsaysay in Nueva Ecija.

"I met the President last night (Wednesday) in Malacañang and she showed me a copy of her order, relieving Palparan from the region. Of course, I am happy [with] his transfer. I welcome this move of the President," he told the INQUIRER in a mobile phone interview.

Party-list Rep. Florencio Noel (An Waray) said he also received information about the supposed transfer of Palparan.

"Of course, I welcome this decision of the President. And I am grateful to the President for heeding our clamor to transfer Palparan out of Region 8 (Eastern Visayas)," he said.

Palparan, however, was surprised when asked to comment about his reassignment. He said he had yet to receive the order.

He rued that the order should have been released through "official channel" and not through media.

"I am a good soldier. I will obey the order, if it is true. This is the first time I heard about it," he said in a mobile phone interview.

According to Figueroa, Ms Arroyo told him that Palparan would be transferred to Fort Magsaysay, the biggest camp of the armed forces.

He, however, said the President did not say when the transfer would take place although she told him that Palparan would be replaced by Brig. Gen. Bonifacio Ramos.

Ramos had served as acting 8th ID chief before Palparan's assumption on Feb. 10. He is now reportedly based in Fort Bonifacio.

ROUNDUP

3 cops killed in rampage

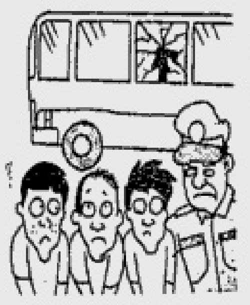
LEGAZPI CITY—Three policemen were killed and another was wounded when an officer went on a shooting rampage with his M-16 service rifle at the headquarters of Charlie Company, 5th Police Regional Mobile Group (5PRMG) in Barangay Esperanza, Pilar, Sorsogon. The amok, identified as PO1 Rodel Docog, of Naga City, shot himself after going on a rampage. Senior Supt. Gil Hitosis, 5PRMG chief, said the victims were on duty at that time. Killed were PO1 Reynaldo Peñaflor, PO2 Rheynan Roa and PO1 Hilario Navida. PO1 Joeffrey Toldanes was wounded and brought to the Bicol Regional Training and Teaching Hospital. Senior Supt. Gil Hitosis said Docog entered the radio room on the second floor and found Roa, the team's radio operator. Minutes later, gunshots were heard. ***Leo Martin Ganace and Bobby Labalan, PDI Southern Luzon Bureau***

Car theft suspects killed

CAMP OLIVAS, Pampanga—Two suspected leaders of a car theft and robbery syndicate in Bataan were killed in a gunfight with policemen on Wednesday. The death of suspects Allan Cayanan and Armando de la Rosa in the 5 a.m. clash in Barangay Pagalanggang in Dinalupihan town came 10 hours after the two men allegedly killed three people, according to Bataan police director Senior Supt. Hernando Zafra. Zafra identified the suspects' victims as Richard Morales, 33; Grace Bautista, 38; and Edilberto Martin Jr., 24. Their bodies were found on Tuesday in Sitio Babaronga Dam in Barangay Old San Jose, Dinalupihan. Cayanan, listed by the police as the most wanted person in Dinalupihan, had two pending arrest warrants for car theft, said Chief Insp. Luisita Magnaye, Bataan police intelligence chief.

Tonette Orejas, PDI Central Luzon Desk

3 held for stone throwing



PILA, Laguna—Police arrested three suspects who threw stones and caused damages to a Manila-bound bus were arrested on Tuesday. Arrested were Isagani Bustamante, 19, of Pulang Lupa, Barangay San Francisco, Victoria, Laguna; Rogelio Rodrigo and Nicanor Napia, residents of the same village. Earlier, investigation showed that at about 10 a.m., Aug. 14, at the Barangay Antonio, Pila, a portion of the national highway, the suspects threw stones at a Manila-bound HM Bus. Cases were being prepared by the authorities against the suspects, police said.

Romulo Ponte, PDI Southern Luzon Bureau

Calapan annual budget

CITY OF CALAPAN—The provincial board has approved this city's P227.8-million budget for 2005 after it was cleared of mandatory and statutory obligations under the board's appropriations ordinance. The approval had been delayed due to the non-inclusion of the employees' productivity incentive bonus, cutting back of PhilHealth contributions for poor families, lack of allocation for a 5-percent calamity fund, and decrease in city scholarship fund, said Board Member Claro Recto, committee on finance and appropriations chair.

Madonna Virola, PDI Southern Luzon Bureau

Penro appointment

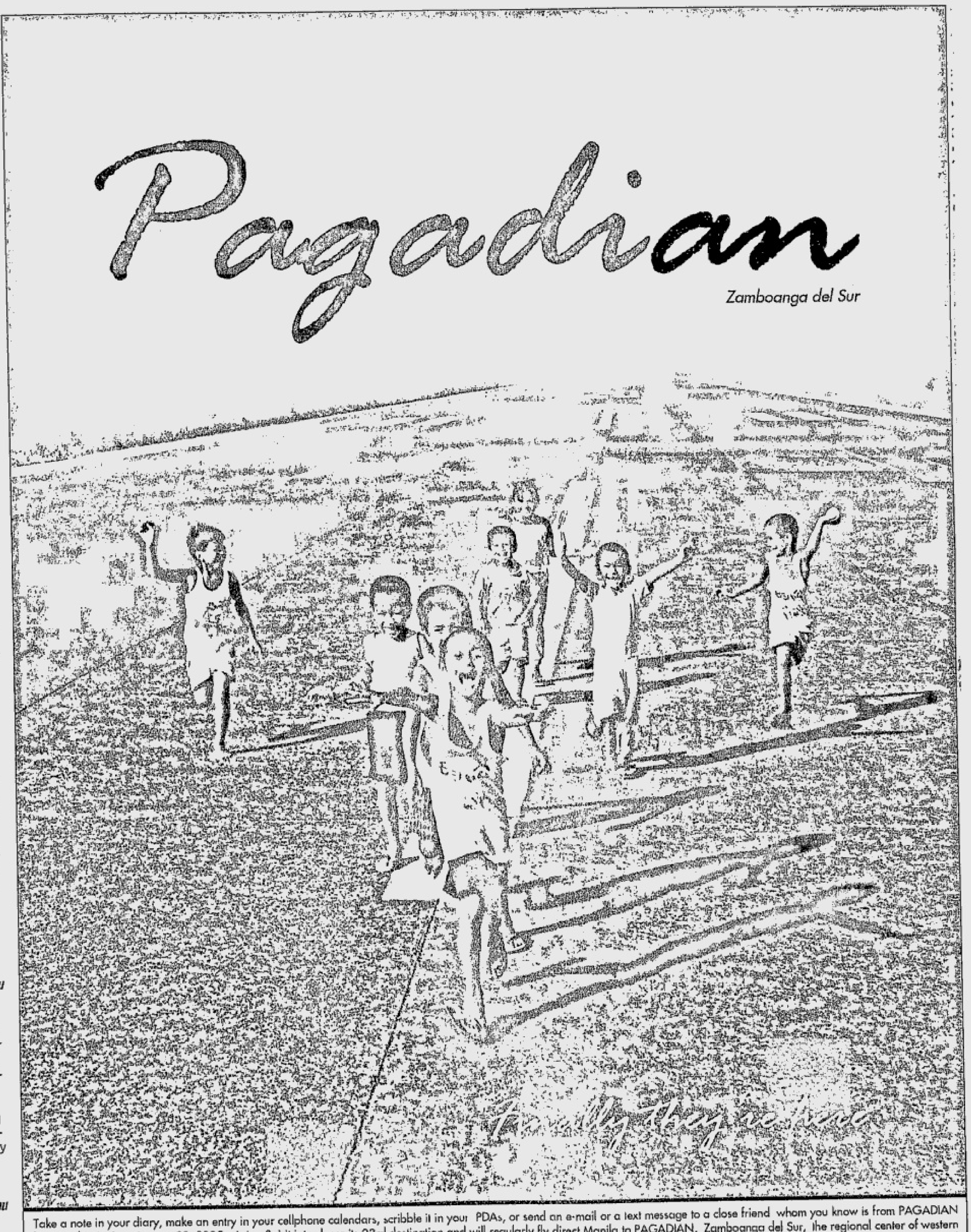
CITY OF CALAPAN—The provincial board has confirmed the appointment of Maximo "Mike" Jumig as provincial environment and natural resources officer. Jumig assured the public of strict implementation of the provincial environment code, including the prohibition of genetically modified organisms like BT-corn from entering the province. The code provides that investors in BT-corn must comply with certain provisions and face inquiry before board members. Provincial officials were still gathering data before filing cases against BT-corn planters who have committed violations.

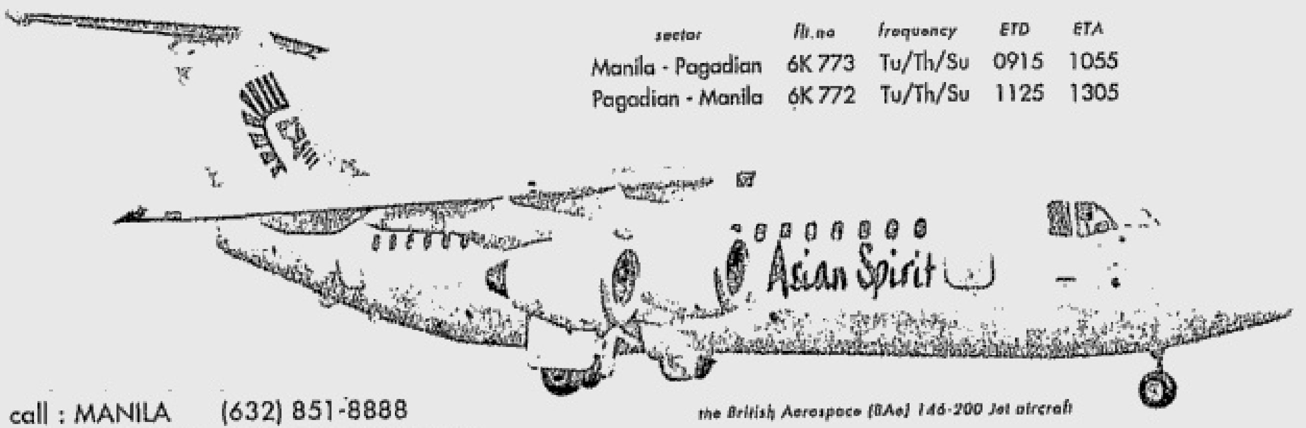
Madonna Virola, PDI Southern Luzon Bureau

2 NPA rebels killed

CAMP DANGWA—Two more New People's Army rebels were killed on Wednesday in a clash with government soldiers in Buguias, Benguet. Senior Insp. Crispin Ongican, chief of Buguias town police, identified the slain rebels only as Ka Wanti or Ka Jabil and Ka Dondi. The two were part of a 25-member group that engaged the military and police in an hour-long firefight in Barangay Sebang in Buguias. Ongican said the Buguias police also captured five other rebels.

Frank Cimatu, PDI Northern Luzon Bureau





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Lawmakers lobby for suppliers at DSWD

DAVAO CITY—Some congressmen lobby for their favorite suppliers concerning projects implemented by the Department of Social Welfare and Development, which are funded under the Priority Development Assistance Fund (PDAF), a ranking social welfare official said.

The DSWD received over P200 million in funding assistance from the PDAF, otherwise known as pork barrel, last year. This year, the amount is expected to reach P300 million because most congressmen consider social welfare development projects their priorities.

Mateo Montaño, assistant social welfare secretary, said during a DSWD legislators' forum held here on Wednesday that the DSWD reluctance to give access to the suppliers often resulted in arguments between congressmen and department officials.

"Many congressmen have suggested to us to consider some of their favored suppliers. This is why we argue," Montaño said.

He said most of the lawmakers came from Luzon.

Asked to elaborate shortly after his speech, Montaño told the INQUIRER: "It is a fact."

But he declined to identify the congressmen who asked the DSWD to award projects to their favored suppliers.

Montaño said the DSWD maintained that all suppliers for the implementation of social welfare projects, such as the Comprehensive and Integrated Delivery of Social Services (CIDSS) and the Kapit Bisig Laban sa Kahirapan (Kalahi), should be subjected to competitive bidding as required by law.

Even with the DSWD's strict adherence to procedures on bidding, he said the agency wanted to revise its policies on PDAF utilization to promote transparency and accountability of transactions.

This, he said, would also strengthen the partnership between the DSWD and Congress in terms of addressing poverty in the country.

"The revisions, if implemented, would minimize resistance from the legislators in terms of the utilization of the funds and at the same time would result in efficiency ... ," Montaño said. *Judy Quiros, PDI Mindanao Bureau*

Cebu plans ban on private cars amid oil crisis

By Jhunnex Napallacan
PDI Visayas Bureau

CEBU CITY—Local officials and businessmen have come up with their own energy conservation program in the wake of a looming oil crisis.

One of the measures was the plan of Mayor Tomas Osmeña to ban private cars from all jeep routes during rush hours for at least an hour each in the morning and afternoon.

The mayor said the ban was also a concession to jeep drivers who wanted another increase in fares following the series of oil price hikes.

Osmeña said the scheme would augment drivers' income because traffic in their routes would ease during rush hours.

Private vehicle owners to be affected by the ban could take several options, he said. These include going to work either early or late. They could also take a jeep or taxi in going to work.

Osmeña, however, was not sure when the plan would be implemented. He said he would still conduct consultations, especially with private sector leaders.

Anthony Pogado, chair of the drivers' group Nagkahiusang Drayber sa Sugbo (NADSU), said that while the plan was good, it would just be a "Band-Aid solution" to the main problem—series of oil price increases.

What they wanted, he said, was for government to stop the increases in fuel prices. If the drivers could no longer absorb these increases, he added, the drivers would have to ask for an adjustment in jeep fares.

Robert Go, Cebu Chamber of Commerce and Industry president, supported the proposed ban but suggested that it be implemented in selected jeepney routes and exempt those areas where traffic was not heavy during rush hours.

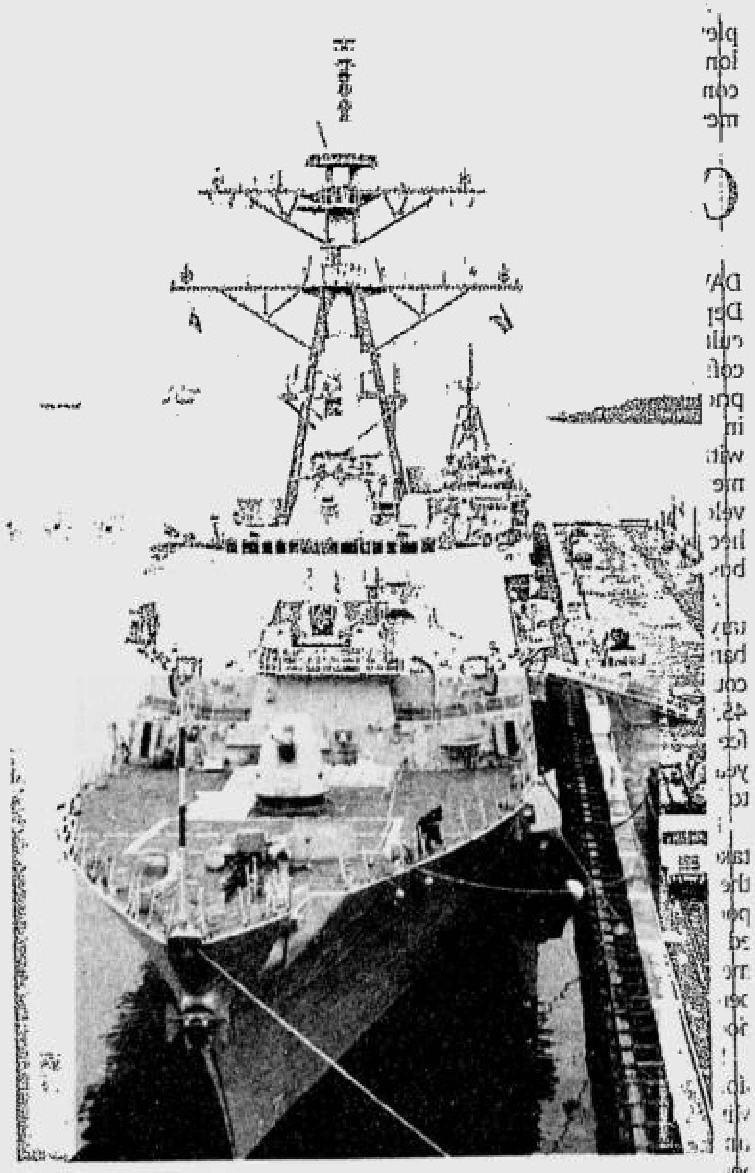
Private cars with at least three more persons aboard should be exempted. "We should make this policy more productive by promoting car-pooling," Go said.

Aside from the ban on private vehicles, Osmeña said he would replace old air-conditioning units and utilize the use of multipurpose cabs to cut down on power and fuel costs.

Gov. Gwendolyn Garcia said she would instruct the chief executives in the different towns and component cities to comply with the order of President Macapagal-Arroyo on energy conservation.

Ms Arroyo has issued Administrative Order No. 126 to "strengthen measures" to address the increases in world oil prices and direct the "enhanced" implementation of conservation program.

"We should heed the call of the President. This call has strong basis because of the soaring oil prices and we should take necessary measures in our own way to conserve energy, but I'm going to stress that this should be done without impeding the delivery of basic services to our people," said Garcia.



US MIGHT
LYN RILLON/PDI PHOTO
One of at least four US warships is docked at the Subic Bay Freeport in preparation for war games between US and Filipino soldiers.

SC ruling shocks veggie traders

LA TRINIDAD, Benguet—The province's vegetable industry leaders were shocked to learn that the Supreme Court had set aside a tariff law that could safeguard local vegetables from foreign competition when free trade is fully implemented next year.

Board Member John Kim said the decision in the case of Filipino Metals et al. vs Department of Trade and Industry stopping the implementation of Republic Act 8800 "practically eliminated one major protection measure against unabated vegetable importation."

Kim, the board's agriculture committee chair said RA 8800 granted the trade secretary the power to impose tariffs or set quotas on foreign products once their entry threatened or caused serious injury to domestic products.

He said the law could be invoked by local farmers in asking the government to stop vegetable importation if it would seriously damage or compete with the local vegetable industry.

In a decision dated July 15, 2005, the SC directed the trade secretary not to raise import tariffs on "steel billets" which local steel manufacturers need for their finished products.

Fourteen steel manufacturers have complained before the high court that the trade secretary could not impose taxes as a safety net under RA 8800 because the DTI did not actually have the power to impose taxes.

To allow it would be an act of undue delegation of legislative powers since the power to impose taxes lies with Congress, the manufacturers said.

The DTI argued that RA 8800 was valid because the tax imposition aimed at protecting local industries from undue competition posed by foreign products which could take advantage of the zero-tax provisions of free trade.

The Supreme Court, however, noted that the law was of doubtful constitutionality and said that its implementation must be stopped.

In issuing an injunction order against the DTI, the High Court noted that steel manufacturers depended heavily on foreign imports and that restricting their imports could kill the industry.

"Any increase in tariffs or quantitative restriction on imports will force them to close down their businesses and lay off their employees," the decision said.

Kim said the injunction order had made RA 8800 a dead piece of legislation, and local producers would be left without any remedy against import surge. *Delmar Cariño, Northern Luzon Bureau*

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GMA adviser says Palawan execs want federal state

By Carla P. Gomez
PDI Visayas Bureau

BACOLOD CITY—Some Palawan officials are against the inclusion of their province in any regional grouping because they want to eventually come up with a single federal state.

Rafael Coscolluela, presidential adviser for Western Visayas, yesterday revealed that Palawan Rep. Antonio Alvarez (first district) was among the Palaweños who believe that the island-province could stand on its own and would not need to be part of a region because of its rich natural resources, like the Malampaya gas fields.

The Malampaya fields are expected to bring to Palawan some P1.2 billion in annual income representing its share in government revenues from the project.

Inaugurated in 2001, the project is expected to generate $13 billion in revenues over the next 20 years.

Palawan residents and officials have been fighting the national government in court for over two years now to compel the latter to fulfill its commitment to give to the province 40 percent of what it will earn from Malampaya.

The government, under the Arroyo administration, has reneged on this commitment and insists that Palawan has no right over the gas fields because they are not within the province's territorial jurisdiction.

A compromise agreement pending resolution by the Supreme Court will provide for an initial release of P370 million to Palawan, Coscolluela said.

However, discussions are still under way on how the P370 million will be distributed in Palawan, he said.

There was an agreement in principle that part of the amount would be used to finance the new airport of Palawan, he added.

Coscolluela said that it was Alvarez who had informed the President that the provincial officials would like to see the establishment of a federal state of Palawan.

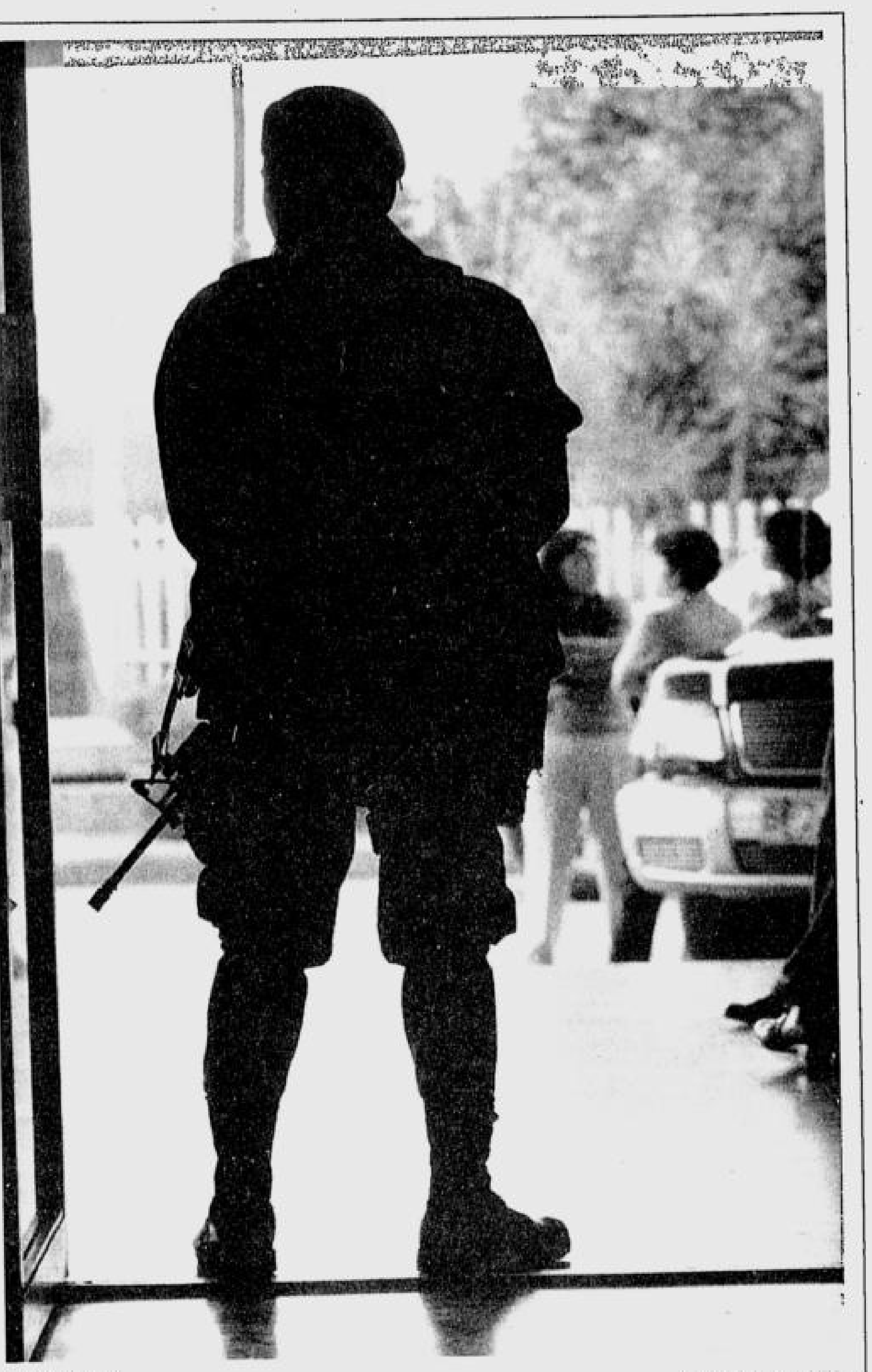
This, however, will all depend on whether the Constitution would be amended to transform the present presidential system to a parliamentary-federal form of government, Coscolluela added.

Palawan was supposed to have been officially transferred from Region 4-B (Mimaropa) to Western Visayas (Region 6) starting yesterday. The move was deferred indefinitely because of strong opposition from the Palaweños.

The provincial board has passed a resolution opposing Ms Arroyo's directive to include Palawan in Region 6 without consultation, prompting the President to hold its implementation in abeyance.

Coscolluela said some line agencies had expressed opposition to the move as it could entail added responsibility to them.

In the case of the Department of Environment and Natural Resources, for example, Palawan's inclusion in Western Visayas would mean that seven additional Community Environment and Natural Resources Offices (Cenros) would be placed under Region 6, on top of its existing 12 Cenros, he said.



TENSION REM ZAMORA/PDI PHOTO
A Special Action Force policeman guards the entrance of the Trece Martirez City Hall where Vice Gov. Johnvic Remulla took oath as acting governor of Cavite. Tension is high in the province as the incumbent governor, Erineo Maliksi, vowed not to step down amid charges of graft.

RP's 1st LGU sanitary landfill to rise in Puerto

PUERTO PRINCESA CITY—Mayor Edward Hagedorn has ordered a massive information and education campaign on solid waste management to prepare the city for the soon-to-operate sanitary landfill in Barangay Sta. Lourdes, 15 km away from the city proper.

The P40-million landfill is designed to meet international standards on ecological waste management and is the first local government-controlled sanitary landfill in the country.

It is located on 2.7 hectares of land.

Already about 90-percent complete, the landfill is composed of a nylon cover to protect leaches from coming out of the waste compartment, a water treatment facility and a material recovery facility (MRF).

While the MRF is still under construction, the city government scheduled the first of the six compartments of the landfill to take control of wastes collected from households.

Hagedorn explained that the early operation of the landfill would prepare the residents for the full operation of the garbage dump and instill in them the basics of running the landfill.

"If proper waste segregation in the household will be fully implemented, we expect the landfill to have a life span of around 50 years," he said. "We ought to have a proper waste disposal and this should start from our respective dwellings."

Puerto Princesa is the first local government unit to comply with Republic Act 9003 ,or the Ecological Waste Management Act of 2002, in keeping with its internationally acclaimed and coveted recognition of being an environment-friendly city.

Hagedorn further explained that the contribution of residents in the effective Oplan Linis Program, a banner program that brought the city to the hall of fame for clean and green award, could be the basis for the residents' desire to have a clean, decent and pleasant community.

"I am sure that no one wants to have a grimy community so I believe that they will cooperate to the fullest," he said. *Geraldford Ticke, PDI Southern Luzon Bureau*

Coffee seen as Mindanao's next cash crop

DAVAO CITY—The Department of Agriculture is looking at coffee as one of the priority commodities in Mindanao in line with the government's thrust to develop two million hectares of new agribusiness lands.

Agriculture Secretary Domingo Panganiban said the country could not meet the 45,000-metric ton coffee requirement per year, and had to resort to importation.

He said it would take five years to offset the cost of coffee importation as he projected the coffee requirement to increase 5-7 percent during the period.

In terms of expansion area for coffee, Mindanao has enough land to cover about 70 percent of the projected 10,000-hectare yearly expansion needed for the country to become self-sufficient in coffee.

Nestlé stands as the major local market at 80 percent. Based on company data, total coffee productive area in the country is about 72,620 has, with 49,200 has in Mindanao alone.

Average yield is only, 0.39 MT per hectare, but the potential is 2-3 MT if managed correctly.

It is estimated that 300,000 Filipinos depend on the coffee industry, the data further indicated.

Panganiban said he saw the need to develop further Mindanao's potential as a coffee producer to help meet the country's requirement and grab the opportunity to export the product. *Judy Quiros, PDI Mindanao Bureau*

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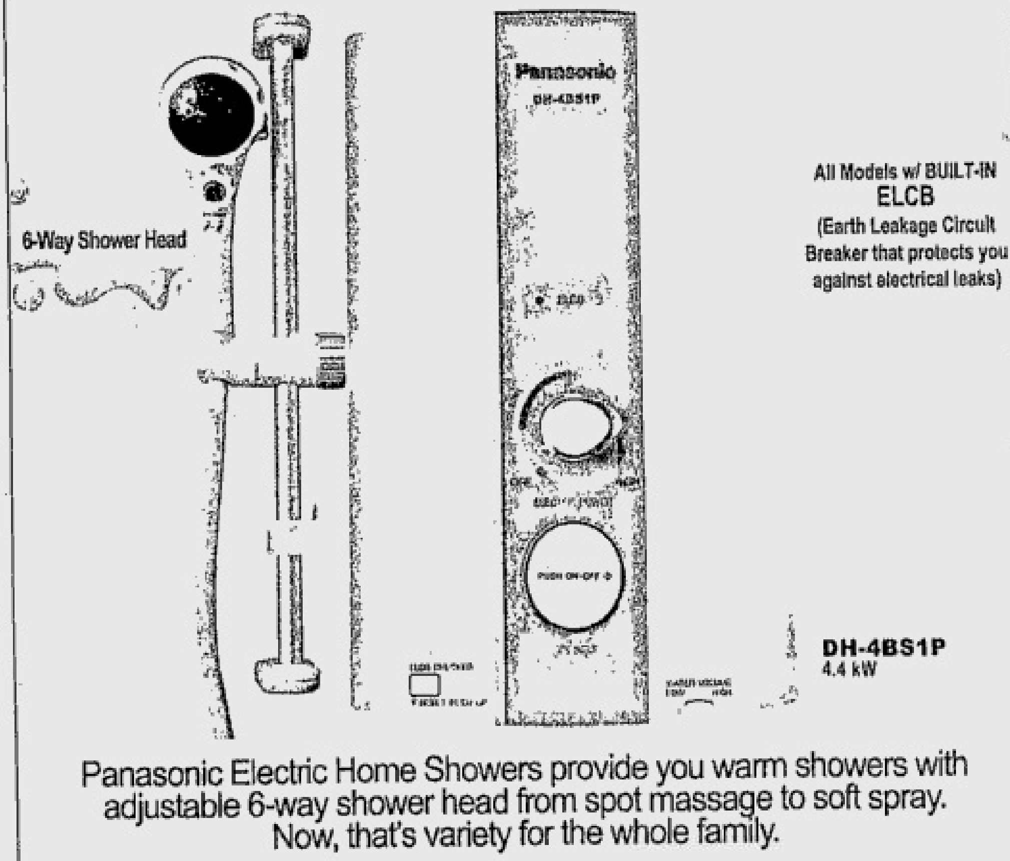

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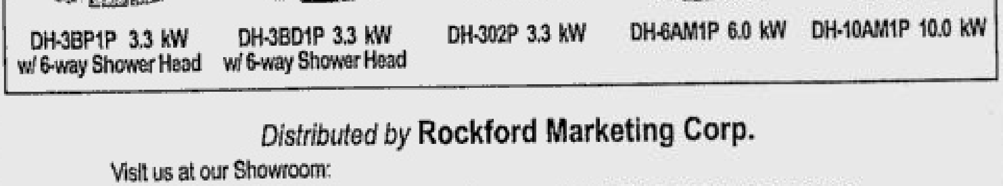

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Only 50 meters separate offices of 2 Cavite governors

By Marlon Ramos
PDI Southern Luzon Bureau
and Norman Bordadora
in Manila

TRECE MARTIRES CITY—Once political allies, acting Gov. Juanito Victor Remulla and suspended Gov. Erineo "Ayong" Maliksi hold office only 50 meters apart in opposite wings of the Capitol's second floor.

Remulla, the vice governor who was installed in the top provincial post on Wednesday following Maliksi's suspension by the Ombudsman on graft charges, said he had no plans of having the governor bodily removed from his office, where he has been holed up since receiving the suspension order issued by the Ombudsman on Monday.

"He can stay in his office as long as he wants. I can stay in my own office at the other end of the capitol. We can peacefully coexist," Remulla told the INQUIRER in a telephone interview.

"Governance is not about real estate," he added.

The resolution to the three-day standoff in the provincial seat of power was still uncertain.

More cases

Remulla yesterday said he was filing at least three more graft cases against his rival. These include the supposed anomalous contract that Maliksi entered into involving the procurement of P30 million worth of heavy equipment early this year and the hiring of "unnecessary" consultants that, Remulla said, was redundant as it only doubled the functions of existing government offices.

The vice governor has already filed three court cases against Maliksi. The first, filed shortly after last year's election, dealt with the purportedly irregular land agreement involving a nine-hectare lot being occupied by the capitol.

The second, filed on Aug. 2, involved the supposed "ghost" purchase of P7.5 million worth of rice. This led to the suspension of Maliksi by the Ombudsman.

The third complaint, filed on Wednesday, was for the alleged anomalous purchase of P2.5 million worth of medicines.

Maliksi remained unfazed by the pending cases against him. "He (Remulla) has every right to do it. In fact, it's better if he brings the cases to the proper courts than go forum-shopping in media outlets," he said in Filipino.

Maliksi had accused the Arroyo administration of influencing the Ombudsman to suspend him. The order, he said, was meant to woo Remulla's brothers, Cavite Rep. Jesus Crispin Remulla (first district) and Rep. Gilbert Remulla (third district), not to support the impeachment complaint against President Macapagal-Arroyo in the House.

Both Malacañang and Rep. Gilbert Remulla have denied the accusations.

Lawyer Rene Bondal, Maliksi's head counsel, said the suspension order violated the existing rules of the Ombudsman.

Aside from failing to obtain the signature of Ombudsman Simeon Marcelo, the order violated the process of the antigraft body to let the accused answer the accusations through a counter-affidavit, Bondal said.

He said they were expecting the Ombudsman to act on their appeal in three days.

'Sleepless' in couch

Yesterday, Maliksi spent his second "sleepless night" on a small couch in his office.

He said he was willing to stay at his office even for six months, the maximum period of his suspension.

"As long as there are people who believe and support my cause, I will not leave the capitol," he declared.

In Manila, the Department of Interior and Local Government yesterday said it was now Remulla's call as acting governor on how to deal with Maliksi's continued defiance of the suspension order.

"We've already done (what was) required of us by law. We already served the suspension order and [Interior Secretary Angelo Reyes] has issued the memorandum assigning the vice governor as acting governor," DILG Undersecretary Melchor Rosales, the department's spokesperson, told the INQUIRER.

Rosales said the DILG was monitoring developments at the capitol. "Let's see what happens," he said.

Remulla said he had already instructed his staff to provide all the "comforts" that Maliksi would need during his stay.

He ordered the provincial police to ensure that peace and order was maintained as Maliksi's supporters camped out at the premises.

'Great escape: Massive government conspiracy'

From page A1

helped cover up the escape plan.

Administration Representatives Gilbert Remulla and Robert Ace Barbers in separate interviews said that a high-profile former election official like Garcillano could not just easily elude government agents tracking him since June.

"A conspiracy is always possible," said Barbers, although he conceded that some influential people in the private sector could have had a hand in Garcillano's departure for Singapore.

Reality show

The first episode of the national reality TV show "Hello Garci" featuring poll fraud had evolved into "Goodbye Garci," according to former Sen. Vicente Sotto III.

"This latest development proves that the whole government machinery had been mobilized to help in the survival mode of Ms Arroyo in Malacañang," Sotto said in a statement.

"The flight of embattled former Comelec commissioner and chief election fraud operator Virgilio Garcillano to Singapore and probably on to London was a massive and difficult operation needing the complicity of major government departments such foreign affairs, justice, interior and local government, and transportation," Sotto said.

"There must be a conspiracy. There was no way Garcillano could have left without the knowledge of certain agencies," said Ramon Montano, a retired major general and former chief of the Philippine Constabulary.

Montano said the "conspirators" would have involved officials from the BI, Air Transportation Office and Subic Air International Air Charter Inc. (Subic Air), which allegedly provided the plane that flew Garcillano to Singapore.

Cancel passport

Senate Minority Leader Aquilino Pimentel Jr. dared the government to cancel Garcillano's travel documents to show it was serious about bringing him back to the country.

"For now we have lost him. But we have the capacity to cause his repatriation ... by canceling his passport. Canceling his passport will make him an illegal alien and will lead to his arrest by immigration authorities," Pimentel said in an interview.

Pimentel, however, was skeptical when asked if the government, particularly the Department of Foreign Affairs, would cancel Garcillano's travel papers.

"That's where the problem lies. The government should have done it a long time ago. Gloria (Ms Arroyo) will not want it because Garcillano will spill the beans on her and tighten the noose of guilt around her neck," he said.

Reacting to Pimentel's challenge, DFA spokesperson Gilberto Asuque explained that the agency, under the Passport Law, could only cancel the document if its holder had been declared a fugitive by the court.

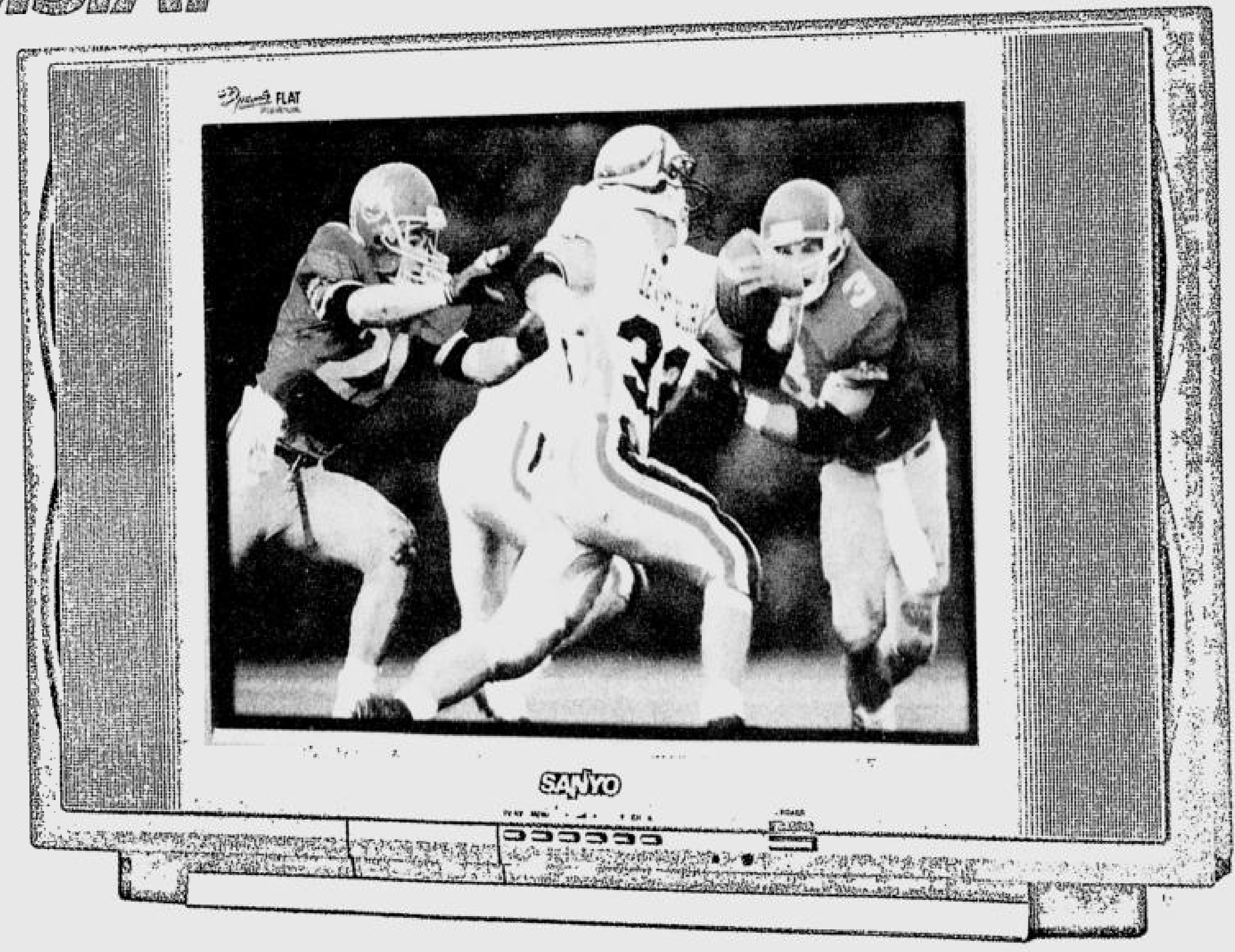
A lot of explaining

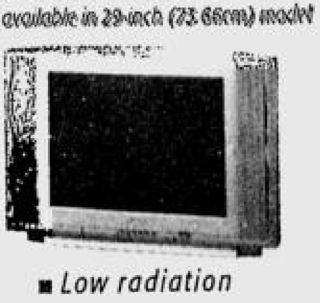
Remulla said airport and immigration officials had a lot of explaining to do.

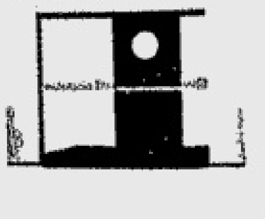
"At the very least, they should take a leave, if not resign, until they are cleared of the suspicion of conspiracy," said the lawmaker, visibly irked by the failure of Air Transportation Office chief Nilo Jatico and Immigration Commissioner Alipio Fernandez to inform the House of Representatives about Garcillano's whereabouts.

Remulla said the two officials should resign if they cannot come up with a "satisfactory explanation."

Remulla, chair of the joint House committee investigating the wiretapped conversations between President Arroyo and Garcillano purportedly to rig the balloting in 2004, will resume next week the inquiry into the "Hello Garci" audio tape to grill the two officials. *With a report from Volt Contreras*







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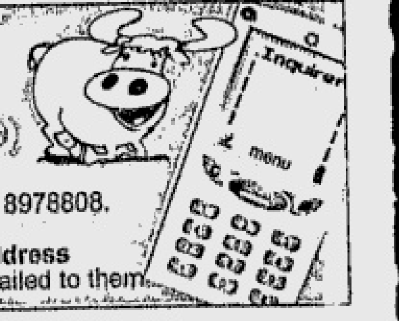

BI man eyed in Garcillano flight

From page A1

airports in Singapore and London.

"Who has the capacity to do that? Only the government or the administration," Lacson said.

He noted that Garcillano was seen in Bataan and in Clark, Pampanga, on July 4 and 5.

"After that we lost track of him until we heard about the maintenance flight of Subic Air for Singapore," Lacson said.

Immigration agents may have connived to allow Garcillano to leave the country without leaving a record of his departure, admitted Immigration Commissioner Alipio Fernandez Jr.

But in a statement, Fernandez denied the bureau had been involved in a conspiracy to cover up Garcillano's departure. He said Garcillano was only placed on the bureau's watch list on Aug. 4, and any attempts by him to leave before that date could not have been stopped.

ATO says poll exec not on jet

The ATO insisted yesterday that Garcillano was not aboard the Subic Air Learjet RP-C1246 that left for Singapore on July 14.

An ATO source provided the INQUIRER a copy of the aircraft's flight clearance, also known as the general declaration, and passenger manifest showing that RP-C1426 had no passengers on board.

The source also provided a copy of the general declaration from Jet Aviation in Singapore, showing that the Learjet left the city-state with only its two pilots and a mechanic.

On both the Subic Air and Jet Aviation general declarations, which included the passenger manifests, only the names of pilot Capt. Arthur Santos, co-pilot Capt. Wilfrido Bautista and mechanic Benito Hafalla appeared.

Santos and Bautista were said to be the most trusted personal pilots of Jose "Pepito" Alvarez, owner of Subic Air. But Santos may have violated international law by flying abroad as a captain when he was already over 60 years of age, according to an opposition congressman.

Seletar airstrip

The Jet Aviation general declaration listed the three men's passport numbers: ZZ 129376 for Santos, ZZ 074051 for Bautista and MM 549412 for Hafalla.

The Learjet left Singapore for Puerto Princesa on July 15 at 1 p.m. The passenger manifest was blank.

So was the passenger manifest that Santos had prepared and signed in Manila before leaving for Seletar, a little known airstrip in Singapore, on July 14 from the General Aviation Area (GAA) beside the Manila Domestic Airport, the document provided to the INQUIRER showed.

The passenger manifest bore stamps of the Bureau of Customs-Aircraft Operation Division (AOD) and the Bureau of Immigration.

"It's not true that Garcillano was on the flight," the source said. Subic Air's general declaration also showed that its flight path on July 14 was Manila-Singapore, and not Manila-Cebu.

In a phone interview, ATO chief Nilo Jatico spoke of the two general declarations and banked on these to prove that he did not brief Subic Air's pilots on the reported flight of Garcillano to Singapore.

"The ones on the Learjet that left Manila were the same people who also left Singapore," he said.

Violation

Asked about the possibility that Garcillano was on the flight but was not declared on the manifest, Jatico said that would be a violation on the part of the pilot and the operators of the aircraft.

"That would be a misdeclaration and many agencies would go after them, such as the CIQ (Customs, Immigration and Quarantine) and the Avsecom," Jatico said.

Pilots and operators face a suspension of their licenses if found guilty of misdeclaration, he added.

Immigration officer Raymond Pilac, who signed the flight clearance of RP-C1426 for the BI on July 14, stressed the importance of the immigration's departure stamp on a passenger's passport for the person to be admitted to the destination country.

He said he did not see the name of Garcillano on the general declarations and passenger manifests he had recently stamped.

Silence enveloped the Subic Air hangar at the GAA yesterday afternoon. There were two parked light planes, none of which was the controversial Learjet RP-C1426.

The company's staff told the INQUIRER that they were not authorized to speak to the media.

Diplomatic niceties

Diplomatic "niceties" kept the Department of Foreign Affairs from obtaining more details about Garcillano's overseas trail, according to DFA spokesperson Gilberto Asuque when pressed why the agency could only come up with scant information on the poll official's flight to Singapore.

Asuque also disclosed that the DFA did not make formal inquiries about Garcillano's whereabouts overseas until "the first week of August," or after receiving a request from the House public information committee, which is investigating the two-month-old "Hello Garci" wiretapping scandal.

"That's all the information we have," Asuque said at a briefing a day after the DFA confirmed Garcillano's arrival in the city-state on July 14 and his departure for a still unknown destination the following day.

"When you're out there, you can't just ask for details out of courtesy. There are some niceties we have to recognize in requesting information from a host government. And we are pleased and grateful to the Singapore government for providing us the basic and substantive information," he told reporters.

Transit point to US

This was when he was asked why the Singapore government did not include other flight details that could help the Philippine government track down the controversial election commissioner.

"The communication (sent to Singapore) simply said 'we are forwarding the request of the Philippine Congress to ascertain the whereabouts of Mr. Garcillano. Please provide information.' Then they just sent a reply," he said.

The hunt for Garcillano could reach US shores because he is now in the United States, according to Rep. Gilbert Remulla.

"My sources say he was not given a visa to enter the UK," Remulla told the INQUIRER in a phone interview, quoting "A1 sources."

The lawmaker said it was possible that London was just his "transit point" en route to America from Singapore.

Fact-finding committee

Fernandez said he had created a five-member fact-finding committee to check if BI personnel or officers of other government agencies were involved in letting Garcillano fly abroad without going through routine immigration procedures, thus violating immigration and aviation laws.

Asked if it was possible for immigration agents to help Garcillano leave undetected, Fernandez said: "Yes, we are looking into that. That is included in our investigation."

He said that to uncover the identity of the immigration agent who might have helped Garcillano leave, the BI would first coordinate with the Department of Foreign Affairs to check if the latter's passport had an exit stamp from the bureau.

He said if the stamp on the passport was genuine, then the immigration agent who issued the stamp could be traced and asked how Garcillano was able to fly abroad without leaving a record of his flight at the BI.

Special ink

"The BI is using a special ink with security features for the stamp. It also has a corresponding number that we could use to trace the person who issued the stamp," Fernandez said in a phone interview.

He also said it was possible that the stamp on the passport was fake, but added that a spurious mark would be easy for the BI to detect because of the special ink it uses.

Fernandez said Garcillano could have also deliberately bypassed immigration agents in going to Singapore, which could explain why the BI had no record of his departure.

If the former election official left on a chartered flight, the pilot was still required to declare the identity of his passengers, according to the immigration commissioner. If the pilot failed to do so, then he is at risk of being sanctioned.

Fernandez ruled out the possibility that Garcillano had left on a commercial flight.

He said that the other day, he had personally checked all flights that had left for Singapore on July 14, and their passenger manifests showed no Garcillano. He said three of the flights were of Singapore Airlines, two of Philippine Airlines and one of Jet Star.

With a report from Juliet Labog-Javellana

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DEALERS WELCOME!

GMA allies own Subic Air

From page A1

Jose Ch. Alvarez was the listed chair and president of Subic Air.

Other members of the board were Jose Antonio, Bienvenido Santos, Roberto Lozada and Jose Alvarez Jr.

Alvarez's brother Palawan Rep. Antonio Alvarez, a member of Ms Arroyo's party Kampi, endorsed the second impeachment complaint filed by lawyer Jose Rizalino Lopez against President Macapagal-Arroyo. The complaint has been denounced by the opposition as a sham.

Antonio serves as special envoy to the People's Republic of China. According to a source, he was appointed to the post by Ms Arroyo early this year.

As special envoy to China, Antonio's "main mandate is to formulate the business strategy for the Philippines to increase trade [and] investment between the two countries," said Antonio's bio-data posted on the website of the Philippine Business Leaders Forum.

Presidents' favorite

A Subic Air Learjet is the favorite mode of transportation of the country's presidents.

Former President Joseph Estrada used to rent Subic Air during his provincial visits and so did his wife during the 2001 senatorial campaign.

Ms Arroyo also rented a Subic Air Learjet for her provincial visits.

Jose "Pepito" Alvarez is well-known in the transportation and automotive industry as he owns Columbian Motors, considered the No. 1 bus and truck maker in the country. In 1989, Alvarez set up Vietnam Motors Corp., which assembles BMW, Mazda and Kia cars in Ho Chi Minh City.

Global entrepreneur

Alvarez made his fortune in the 1970s cutting timber in Indonesia. He also operates Palawan's biggest logging company, Pagdanan Timber Products. Alvarez is from Cagayan de Oro, where Garcillano maintains a house.

Antonio, who is described as a "global entrepreneur," co-founded the $150-million New Asian Opportunity Fund, and the $200-million Asian Specialist Growth Fund, according to the website.

Century Properties

In 1986, Antonio founded Century Properties Group (CPG), which is now among the country's top private property development and management firms," the Philippine Business Leaders Forum said.

CPG has diversified to other businesses, including Subic Air, the biggest corporate jet charter service in the country. Subic Air also represents Learjet and Bell Helicopters in the Philippines.

CPG is a distributor of BMW and owns Philtranco, the country's oldest bus company. It also manages Hi-Wire Asia, an IT and telecommunications firm.

Of the total 300,000 shares (worth P30 million) of Subic Air, Alvarez holds 210,000 or 70 percent. The second largest shareholder is Antonio who had subscribed to 60,000 shares of the company or 20 percent. The other shareholders hold 3.33 percent each.

The total assets of the company, which consist of cash, receivables, spare parts and prepaid expenses, amounted to P58.77 million as of December 2003, according to SEC records.

The company was registered with the SEC on June 15, 1995, primarily to carry on the business of chartering and selling airplanes, helicopters and other aircraft. The company had 42 regular employees as of Dec. 31, 2003.

With a report from PDI Research

Palace denies GMA cried

From page A1

Tiglao said.

"Maybe it's valid, if she really cried," Tiglao said in reply to the question of the President shedding tears after her closed-door meeting with Archbishop Angel Lagdameo.

The INQUIRER ran a story yesterday saying that witnesses had seen Ms Arroyo in tears after she saw the bishop. The story quoted a source as saying the President was probably hurt because Lagdameo did not grant "what she purportedly requested."

In a text message, Tiglao said the President went to the CBCP office in Intramuros, Manila, to personally greet Lagdameo who had recently celebrated his birthday.

"She went there to greet him happy birthday as she wasn't able to go to his Tayabas birthday celebration," he said.

So the public may know.....

On May 12, 2005, the Advertising Board of the Philippines, Inc. ("Adboard') ruled that STI Colleges, Inc.'s ("STI") claim to be the "Largest Network of Colleges in the Country" was without basis and, thus, a violation of the Code of Ethics for Advertising. The AdBoard found that STI's claim was false and confusingly or misleadingly distorted or exaggerated.

The AdBoard has banned all advertising materials of STI with the claim " Largest Network of Colleges in the Country" and further directed STI and its advertising agency, Aspac Advertising, to physically pull out all banned advertising materials to prevent its' misleading and erroneous airings, display and publication.

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Traffic coding scheme suspended in Pasig

By Edson C. Tandoc Jr.

SAYING that the number-coding scheme of the Metropolitan Manila Development Authority was ineffective in easing traffic, Mayor Vicente Eusebio has suspended its implementation in Pasig City.

The suspension took effect about two weeks ago, city traffic management office head police Supt. Virgilio Fulache told the INQUIRER.

Under the number scheme, vehicles are barred from the streets on certain days depending on the last number of their license plates. For instance, those ending with numbers 1 and 2 are not allowed on Metro Manila roads on Mondays.

The scheme aims to ease traffic on key roads by limiting the volume of vehicles.

In his memorandum to the traffic management office, Eusebio said the suspension of the number scheme was for "the interest of the public."

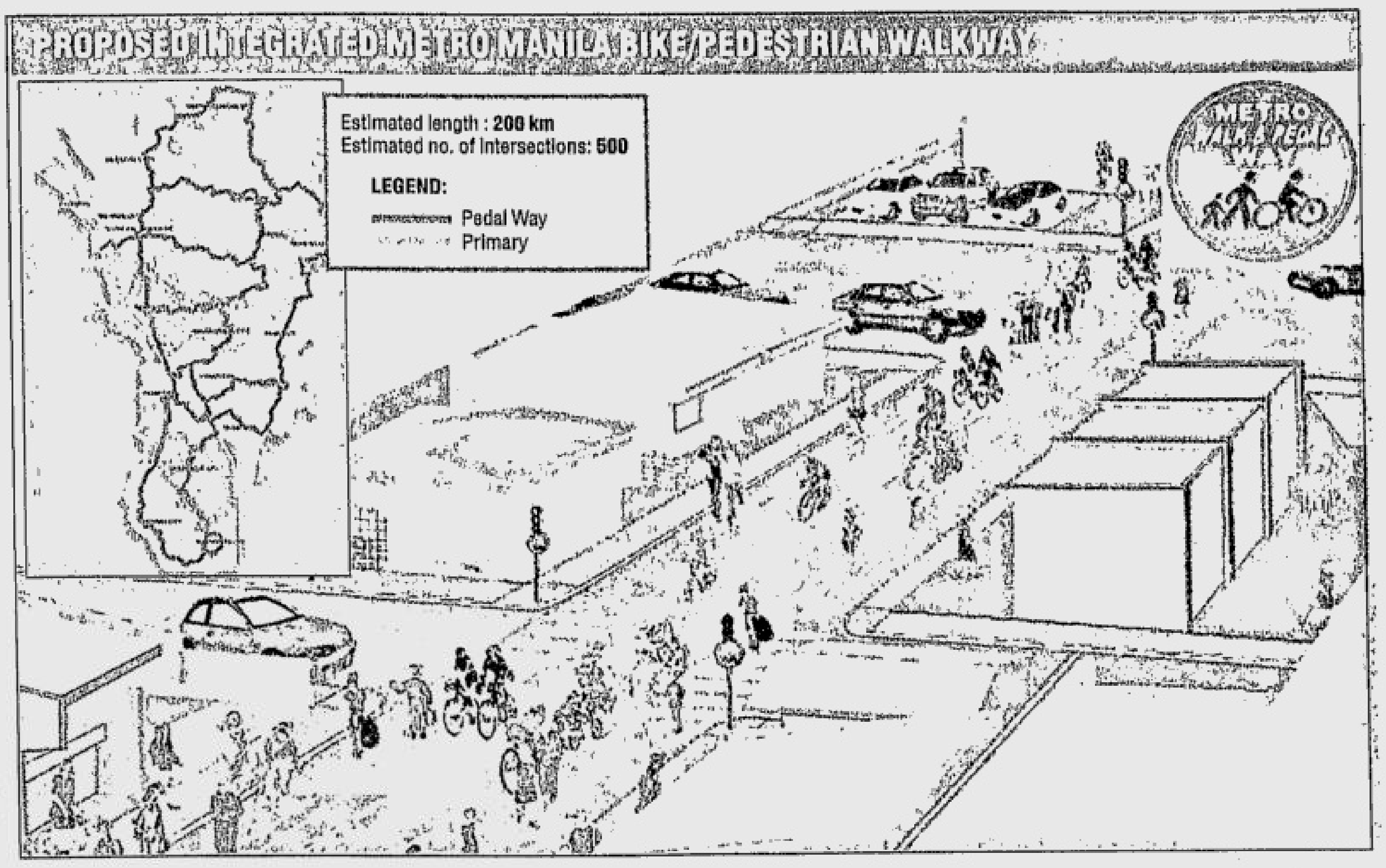
"The mayor does not believe in the scheme. He thinks the scheme is not the solution to the traffic problem," public information chief Oliver Mendoza said.

Fulache said the suspension had not yet affected traffic in Pasig City because only a few people had known about it.

But he said the traffic volume could suddenly increase with the publication of the suspension.

Some motorists expressed apprehension over the effect of Eusebio's move on traffic, especially along the busy roads.

Fulache also quickly cautioned motorists that while the scheme had been indefinitely suspended in the city, the scheme was still being implemented in most local government units in the metropolis.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Secondary roads eyed for bike, pedestrian lanes

By Tarra V. Quismundo

SECONDARY roads in Metro Manila would play a primary role if and when plans for the creation of bicycle and pedestrian lanes push through.

"We are looking at using secondary, smaller roads. These could be two-way roads. Motorized vehicles will not be allowed there… if that's possible. That's the ideal," said Bayani Fernando, chair of the Metropolitan Manila Development Authority (MMDA).

Edsa not included

"Let's not include major thoroughfares like Edsa anymore. That's going to be too dangerous," he continued.

As a long-term solution to rising oil prices, MMDA formally introduced its foot and bike lanes project to the Metro Manila Council, which groups mayors in the National Capital Region.

The Metro Walk and Pedal Ways project is aimed at providing safe passageways for pedestrians and bicycle users in the metropolis.

Fernando said the project could also reduce traffic on Metro Manila roads, where roughly 1.5 million public and private vehicles pass through everyday.

Based on plans prepared by the technical working group from the MMDA's planning office, about P362.5-million will be needed to pave, paint and mark a 200-kilometer network of pedestrian and bike lanes.

The cost will include signages to be put up in the 17 cities and municipalites of Metro Manila.

The concept will entail the closing and allocation of secondary roads "for exclusive use of pedestrians and bikers."

Roads will be divided into four 1.75-meter lanes, with two lanes each for bicycles and pedestrians going on opposite directions.

Two small towns

"There could be places though like Pateros and Navotas, where the streets are too small, and we might not be able to do that [close off roads]. But we will look at it, the hardest [thing to do] is to find the way, the network," said Fernando.

Construction would be done in phases, starting with a P5-million pilot for foot and pedal lanes in two yet to be identified cities before the end of the year.

In the next two years, the MMDA would pave 100 km of walk and bike ways throughout Metro Manila. From 2009 to 2010, the bike lanes would be extended further by 98 more kilometers.

Parents join fight vs dengue

ARMED with brooms and pails, parents of students of Bagong Barrio Elementary School in Caloocan joined the war against dengue-carrying mosquitoes.

"It's better to do something than just worry whether the school's surroundings are clean enough," said Eunice Bantilan a member of the school's Parent-Volunteer Brigade.

The school has 4,000 pupils divided into two shifts. The morning shift starts from 6 a.m. until 12 noon while the afternoon shift goes from 1 p.m. to 6 p.m.

Bantilan said that the brigade was formed two weeks ago by school principal Abigail Ignacio. It is a group of more than 40 parents who volunteered for the welfare of the school and the pupils.

The membership consists mostly of mothers.

Bantilan, the mother of a Grade 2 child said horror stories of children dying of dengue could be prevented by cleaning the surroundings and informing people about the disease. *Nancy C. Carvajal*

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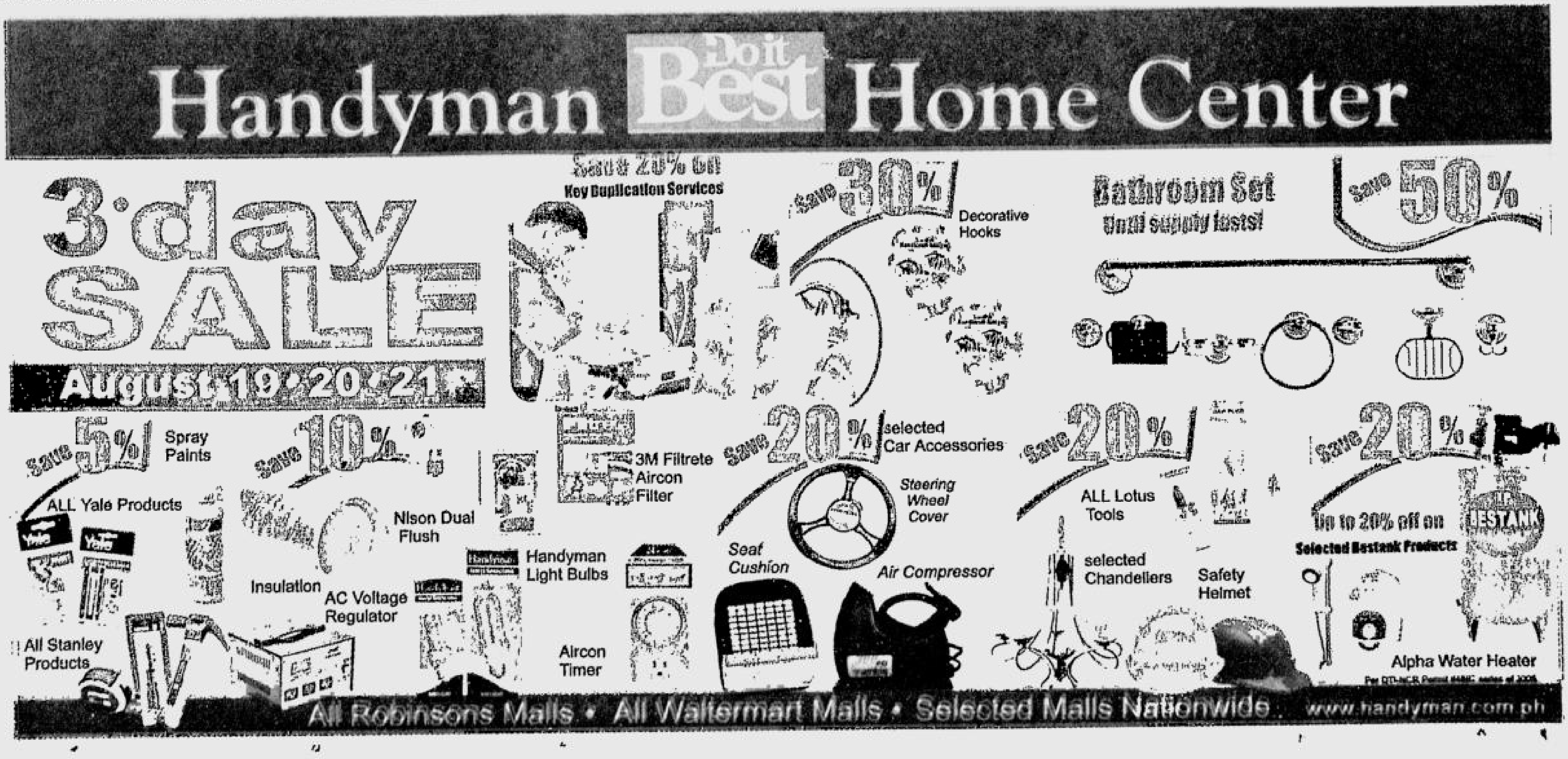
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Editor Ester G. Dipasupil

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Illegal drugs lab raided in Caloocan

POLICE Scene of the Crime Operatives mark some of the bottles of colorless chemicals found inside the suspected illegal drugs laboratory in Caloocan City.
JIM GUIAO PUNZALAN

By Nancy C. Carvajal

COMMUNITY vigilance paid off for this barangay in Caloocan City Wednesday evening with the discovery of more than P5 million worth of chemicals used in the manufacture of methamphetamine hydrochloride, more popularly known as shabu, inside a warehouse.

Combined elements from the Anti-Illegal Drugs Special Operation Task Force (AIDS-SOFT) and the city's police force, with the assistance of the local barangay officials conducted the raid on the abandoned warehouse at 24 Tirad Pass and Evangelista Streets, Barangay 137, Bagong Barrio.

"This showed that crime prevention could be done with the help of the community," Police Deputy Director Ricardo de Leon told the INQUIRER.

Inside the warehouse, the raiding team found 1,157 boxes of assorted chemicals like thionyl chloride, pyridine, ethyl alcohol, acetone and chloroform, materials used for the manufacture of shabu.

De Leon said they were also checking whether or not the owners of the chemicals were the same persons whose Quezon City warehouse containing illegal drugs was also the object of a raid last month.

No arrest was made during the operation, but the city's police head Chief Supt. Leo Garra had ordered the arrest of Tang Pao Tan who allegedly rented the warehouse last Aug. 3 for P43,000 a month.

Coordination

Garra and Caloocan Mayor Enrico Echeverri also lauded the vigilance of barangay chairman Ryan Zamuco who had immediately coordinated their work with the authorities upon learning about the presence of the materials inside the warehouse.

"We immediately sought the assistance of the task force when we discovered the stocks," Zamuco said.

He added that his men entered the premises through a back door when no one had appeared to answer their calls while they were by the warehouse gate.

The barangay chair said they discovered the chemicals at around 4 p.m., and had immediately reported the information to the police.

Discovery

According to Zamuco, one day before the chemicals were discovered, his men had been making the rounds of the barangay checking on new businesses in the area that did not have permits to operate.

Residents were also aware that the warehouse had long been abandoned and had been in a state of disrepair.

"But we were surprised to see that the warehouse had been renovated. A big container truck could be parked inside to unload its cargo without being noticed from the outside because of the high gate," the barangay official said.

Gas cuts mulled for trikes

By Clarissa S. Batino

THE TRANSPORTATION department is urging oil companies to provide fuel discounts to tricycle drivers and operators who are also up in arms because of the continuous rise in the price of gasoline.

Transport Undersecretary Ricky Alfonso said the agency was studying how it could ease the plight of thousands of tricycles all over the country who have to contend with the current gasoline per liter price of more than P32.

Discounts

So far, oil companies like Total Philippines had given discounts to tricycle cooperatives.

Alfonso said Total was giving a discount of 60 centavos per liter to cooperatives. The transport official said other companies like Flying V had been approached for a similar arrangement.

"But we are studying how we can help tricycles avail of a discount now or how we can help them form cooperatives so they can take advantage of the discounts," the transport deputy said. At present, only jeeps and buses are entitled to the P1 per liter discount on diesel given by select gasoline stations.

Health benefits

The National Confederation of Tricycle Drivers and Operators of the Philippines said the proposal should be immediately implemented.

Alfonso said the transportation department would also help tricycle drivers and operators become members of PhilHealth.

"We are also working out their registration problems with the LTO (Land Transportation Office)," said the transport undersecretary.

What's in a signature? Plenty, according to Makati's Binay

By Tarra V. Quismundo

ALL THAT was lacking was the Chairman's signature.

Saying this was the reason for the aborted interchange project at the disputed C5-Kalayaan intersection in his city, Makati Mayor Jejomar Binay pounced anew at Metropolitan Manila Development Authority (MMDA) Chair Bayani Fernando, when they met at the Metro Manila Council (MMC) meeting yesterday morning.

"His signature was needed because there were traffic requirements before the DPWH (Department of Public Works and Highways) could implement the project. But he did not sign it," Binay told the INQUIRER yesterday afternoon. A few hours earlier, Binay had walked out of the scheduled meeting at the MMDA headquarters since a quorum was not met as only three mayors—Pasig's Vicente Eusebio, Toby Tiangco of Navotas, and Valenzuela's Sherwin Gatchalian—were present. Binay had been the first to arrive for the meeting which later convened when more mayors arrived.

Before leaving, the Makati Mayor, known to have had clashed in the past with his successor at the MMDA chairmanship, confronted Fernando for not affixing his signature to the documents.

The MMDA had designed elevated U-turn slots for traffic reduction on the C5-Kalayaan intersection, for the use of vehicles coming in and out of Makati to and from the cities of Taguig and Pasig. It had to contend with the DPWH model, a P500 million interchange project designed as an underground passageway for vehicles using the intersection.

The city government had given the DPWH the go signal since the project was ready for implementation, complete with funding from a Japanese firm. But the project was withdrawn as Fernando would not sign, according to Binay. Fernando, however, said the elevated U-turn slots scheme was a better option, and "cheaper at P200 million." MMDA Traffic Operations Center Executive Director Angelito Vergel de Dios had said the scheme could be completed faster, and would not cause much traffic during the construction phase.

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Holiday in QC today

TODAY is a special nonworking holiday for students and government workers in Quezon City as it celebrates the 127th birth anniversary of its founding father, Manuel Quezon, first president of the Philippine Commonwealth. In simple rites, city officials, guests, and Quezon's family will lay wreaths on the late president's resting place at his Shrine at the Quezon Memorial Circle on Elliptical Road. Sen. Richard Gordon, Mayor Feliciano Belmonte Jr., and Quezon's family, led by daughter Zeneida Quezon-Avancena, are expected to grace the occasion. *DJ Yap*

BAKIT MADILIM?
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Lights out at 5 p.m.

THE MUNTINLUPA City Hall won't be as brightly-lit as before as it does its part in the national government's efforts to conserve energy in view of the looming fuel crisis. Employes were told by Mayor Jaime Fresnedi to turn off the lights beginning at 5 p.m. Air-conditioners and computers should also be shut down at the end of the workday, Fresnedi said. The city government had been conserving electricity as early as summer, he added. *Jocelyn R. Uy.*

ANG HIRAP PALA MAKIALAM..

Curiosity can kill

CURIOSITY got the better of Rominada Escamilla, 32, but it proved to be fatal for the 32-year-old man who was killed as he watched an ongoing brawl in front of his house in Taguig City. The shouting match between two of the victim's neighbors had turned ugly later. In the aftermath, Escamilla was fatally hit by gunfire from one of the protagonists while he was watching the fight in progress. *Jocelyn R. Uy*

Buy bust turns awry

A BUY-BUST operation went wrong yesterday and erupted into a shootout between narcotics agents and suspected drug pushers. It left a suspect dead and a policeman wounded. Quezon City Police District director Nicasio Radovan Jr. said undercover policemen were negotiating with five suspected drug dealers for the sale of shabu in Barangay Culiat when one of the suspects sensed their true identity. The man, identified only by his last name Wajan, suddenly shot PO2 James Shotwell. Police returned fire and shot Wajan. Wajan's companions were arrested. *DJ Yap*

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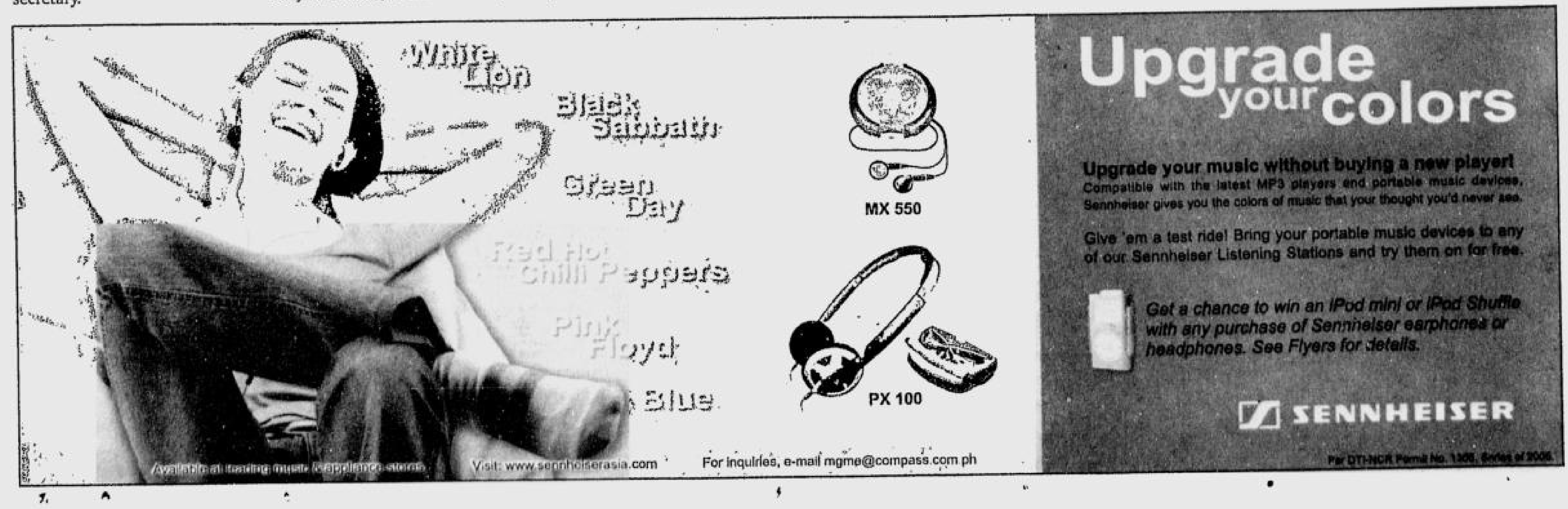

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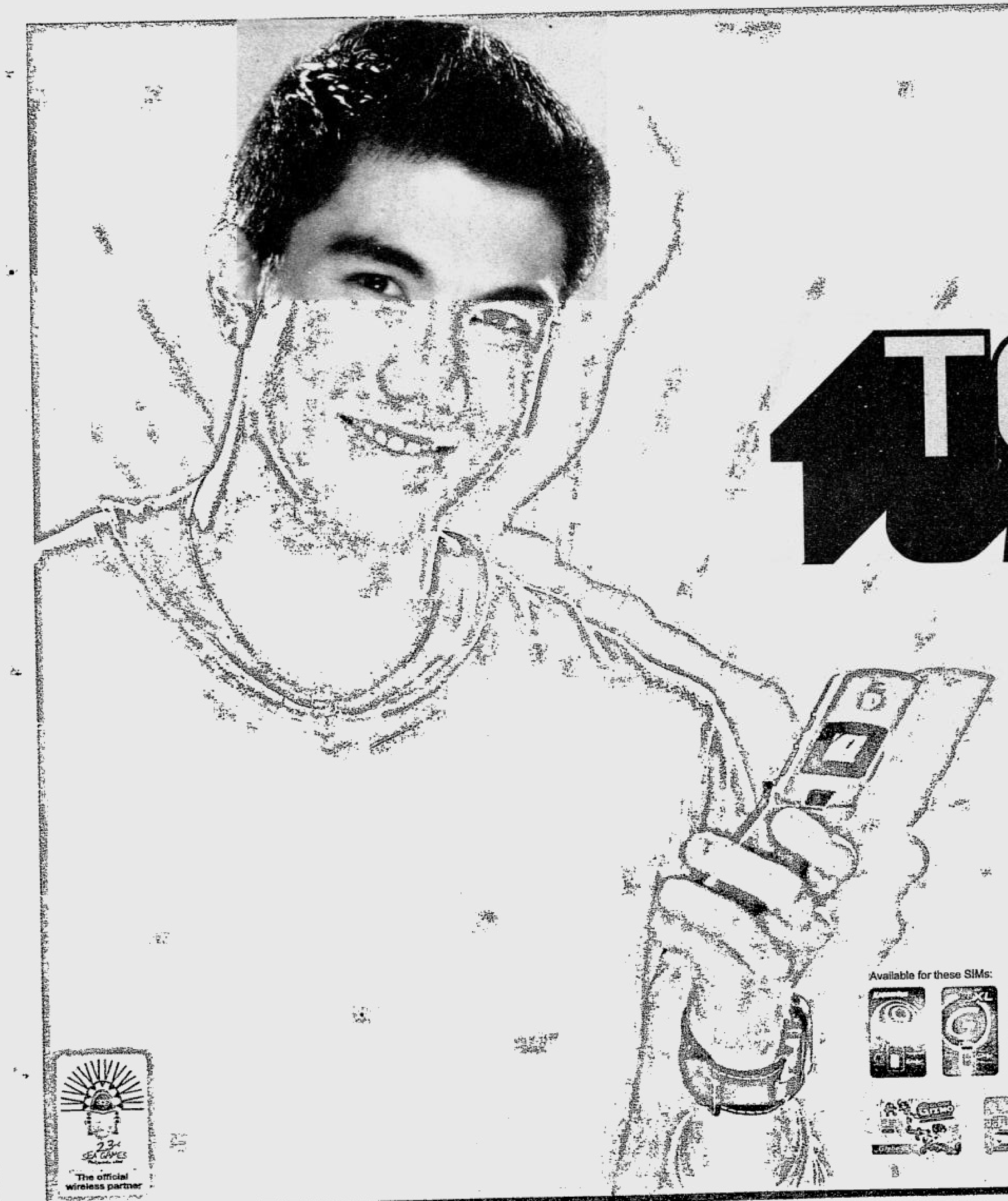

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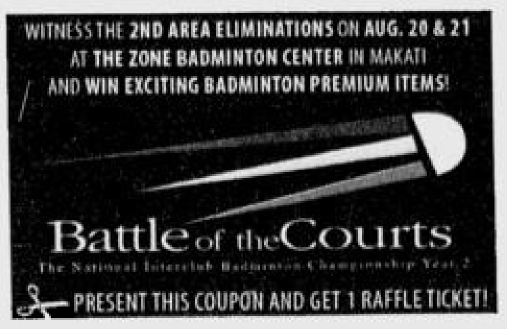
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23rd SEA Games a gamble Pinoys must live with

By Marc Anthony Reyes

PHILIPPINE Olympic Committee chair Robert Aventajado yesterday called as unfair the apprehension by national training director Michael Keon that the country could be losing its homecourt advantage because of delays in the venue preparations.

Aventajado nevertheless admitted that three of the 41 venues have yet to be decided but maintained that making the arrangement for them is "very manageable at this point."

Keon countered, however, that he's not criticizing the Philsoc (Philippine Southeast Asian Games Organizing Committee) but is instead trying to "make people move a little faster for the benefit of the Filipino athletes."

"I'm sure that they are doing everything they can. And I know that what they are doing is very hard," said Keon, "but I'm just sounding off my apprehension. That should not be exaggerated and should not be taken out of context."

The outspoken former Gintong Alay chief added: "Everything is late in the day but as I always say, better late than never."

Aventajado, also the taekwondo chief, said the "true homecourt advantage is the local crowd that will go to the venues to cheer the Filipino athletes."

Keon said he agreed with Aventajado in that respect but stressed that athletes are likely to perform better when playing in a venue they are most comfortable with. He added that the same is true with equipment which have yet to arrive from abroad.

Overall, the head of RP athletes' training said the 900-strong RP delegation has been getting a very good overseas exposure but added that other countries just might be putting more effort than us.

"Whoever is saying that we are 100 percent on track of winning the overall title is very optimistic," said Keon. "Of course we want to win the overall title and we are doing everything possible to achieve it but don't you think other countries are doing that also? That athletes of other countries are training less affected by sports politics like ours do?"

The Philsoc, Keon said, is working with its back against the wall "because time is not on its side." But he added that the country took a gamble in hosting the SEA Games even when the government said it could not give the "right kind of money" for it.

"We took that gamble, and now we have to live with it," he added.

Warriors crush Falcons; Archers demolish Tigers

By Jasmine W. Payo

MARCY Arellano sparked the University of the East's high-octane attack as the Warriors dumped the Adamson Falcons, 78-57, in the UAAP basketball tournament yesterday at the Blue Eagle Gym, Loyola Heights.

Arellano, the 2004 Rookie of the Year, fired 21 points for the Warriors, who got a firm grip of the second spot at 7-2

Rookie slotman Elmer Espiritu also provided valuable support, collecting 14 points, 10 rebounds and three blocks.

Earlier, La Salle leaned on Joseph Yeo's scoring binge to beat University of Santo Tomas, 98-72.

Yeo pumped in 22 of his 28 points in the first half to keep the Archers in fourth place with a 5-3 record.

The Falcons tasted their fifth straight loss for a 2-6 card, while the Tigers fell to 2-7.

The Bengals (6-2) made it a double for La Salle with another lopsided triumph, 62-42, over the Cubs in junior play. The Baby Falcons repulsed the Pages, 56-38, for a 4-4 slate.

The scores:

First Game (Srs)

LA SALLE 98—Yeo 28, Cabatu 19, Casio 15, Aquino 10, Tang 7, Cua 5, Barua 5, Benitez 3, Rivera 2, Mangahas 2, Villanueva 1, Co 1.

UST 72—Duncil 24, Pribhdas 12, Evangelista 8, De Guzman 8, Ababou 6, Taylor 4, Cuan 2, Crisostomo 2, Apil 2, Allera 2, Espiritu 0, Cortez 0.

Quarters: 27-20, 48-32, 69-52, 98-72

Second Game (Srs)

UE 78—Arellano 21, Espiritu 14, Custodio 8, Saguindel 6, Raymundo 6, Labagala 6, Borboran 6, Gregorio 5, Palaganas 2, Napo 2, Martinez 2, Cañizares 0, Babilonia 0.

ADAMSON 57—Tiongco 11, Cabahug 9, Yong 6, Bono 6, Tajonera 5, Gonzalgo 4, Canuday 4, Poloyapoy 3, Hate 3, Hugnatan 2, Capati 2, Basilio 2.

Quarters: 17-16, 33-28, 57-41, 78-57

GAMES TOMORROW
(Blue Eagle Gym)

9:30 a.m.—NU vs UP (Jrs)
11:30 a.m.— Adamson vs Ateneo (Jrs)
2 p.m.—NU vs UP (Srs)
4 p.m.— Adamson vs Ateneo (Srs)

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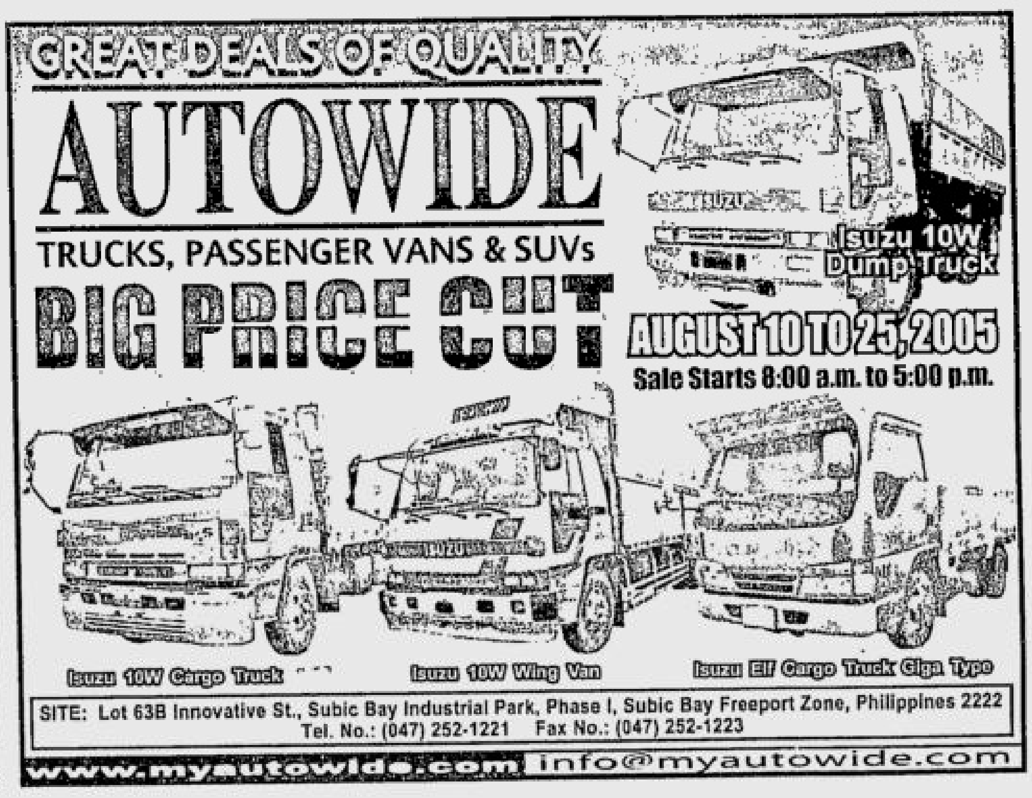
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SEAG TRIVIA

- Organizers are expecting no less than 500,000 spectators when the 2005 Southeast Asian Games is declared open on Nov. 27 at the Rizal Park. This would make it the biggest live attendance in the biennial meet's history since it would be held not in a sports stadium but in an open venue. There will also be separate opening rites in sub-sites like Bacolod City, Cebu City and Subic.
- The 23rd staging of the Games will have the Philippine Eagle as its mascot and the Festival Mask as its logo. The eagle symbolizes the nation's proud past, might and resilience, while the mask stands for the many festivities observed all over the archipelago.
- Between P1 to 1.2 billion is expected to be spent for the 10-day meet with most of it going to the refurbishing of the venues and the purchase of equipment that will be used by the athletes.

At least 900 Filipino athletes taking part in the SEA Games, the biggest ever fielded in by the country in its quest to capture its first overall title in the SEAG. The country's best finish was second in the 1991 Manila edition.

Marc Anthony Reyes

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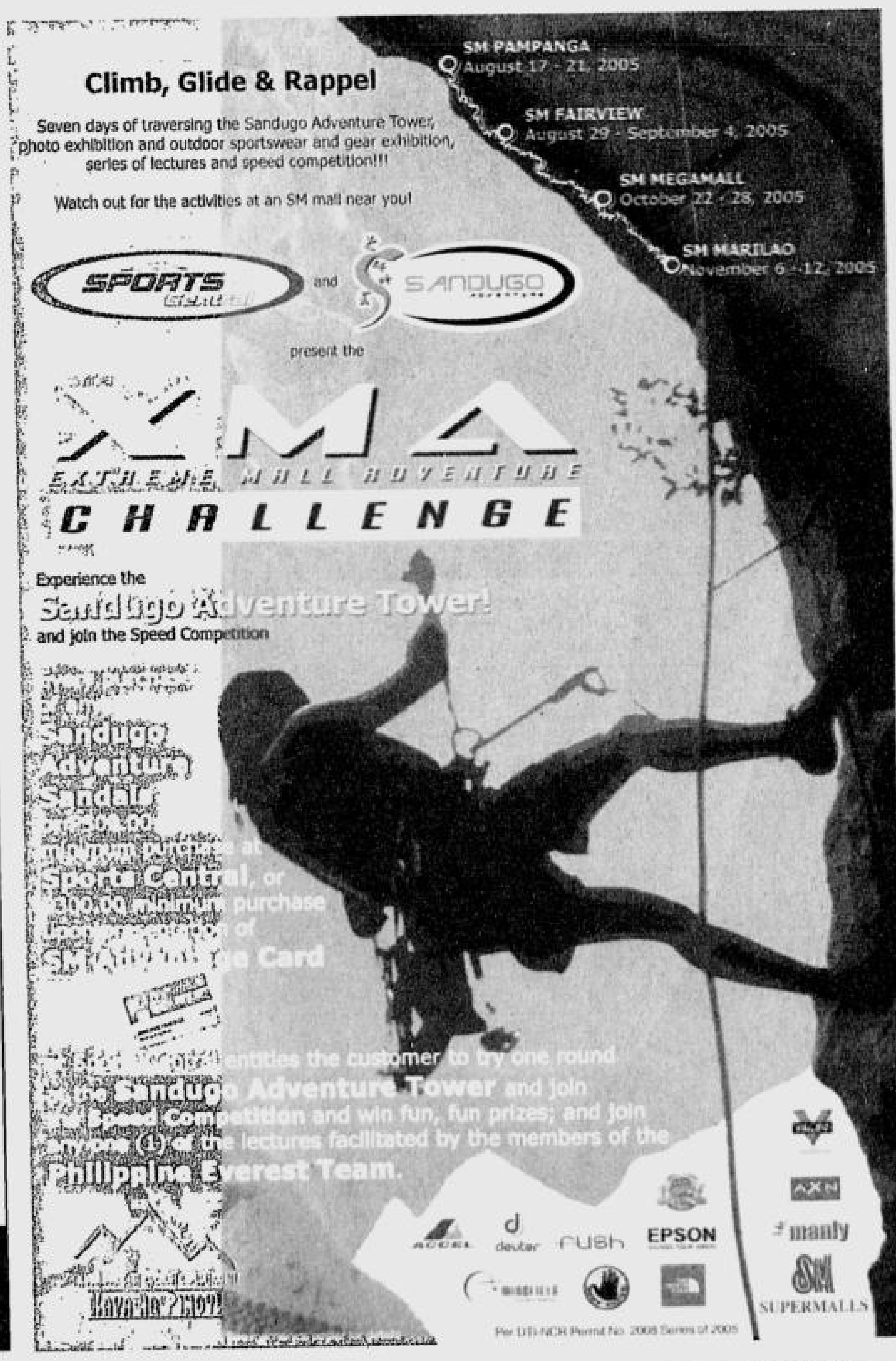
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So, for any experienced outdoor adventure sports buff or beginner, this event is a "must try" activity for anyone. Take the challenge and join Sports Central and Sandugo's first ever Extreme Mall Adventure (XMA) Challenge now!

For more inquiries, see posters or visit Sports Central at SM Megamall, SM City Fairview, SM City Manila, SM Supercenter Sucat, SM City Sta. Mesa, SM Southmall, SM City Baguio, SM City Marilao, SM City Batangas, SM City Dasmariñas and SM City Pampanga.

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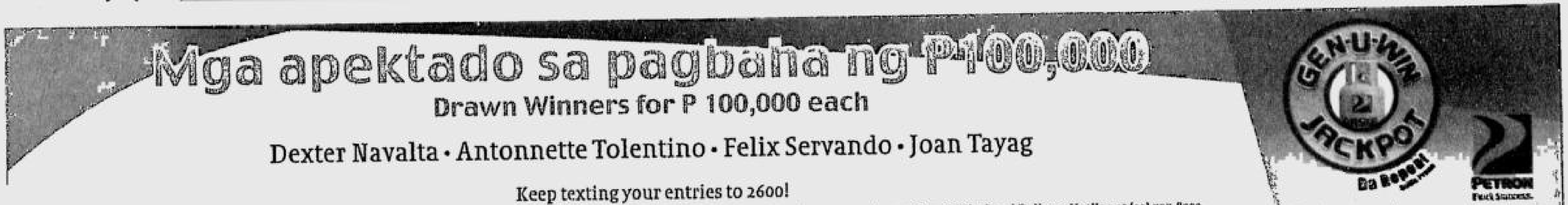
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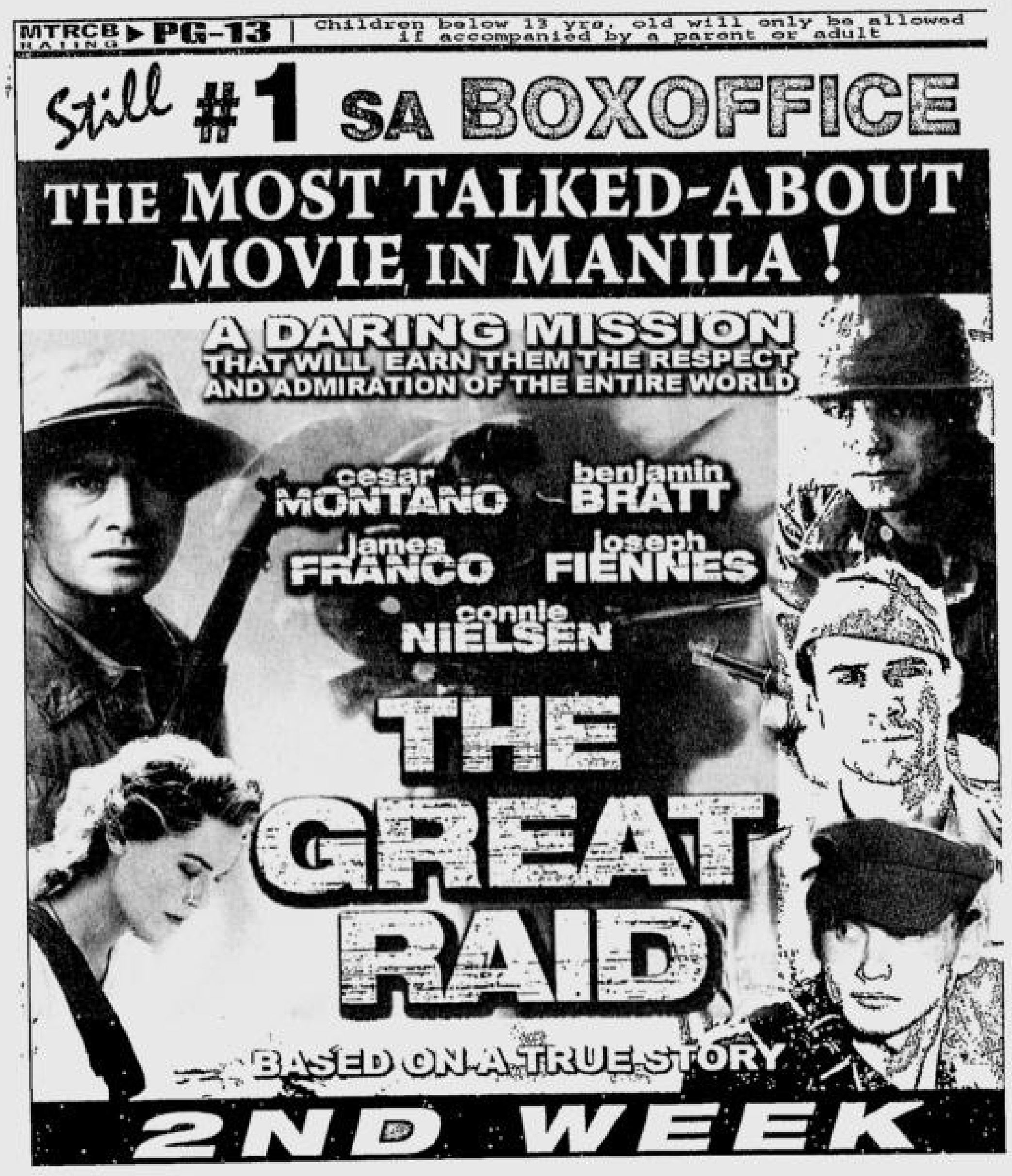
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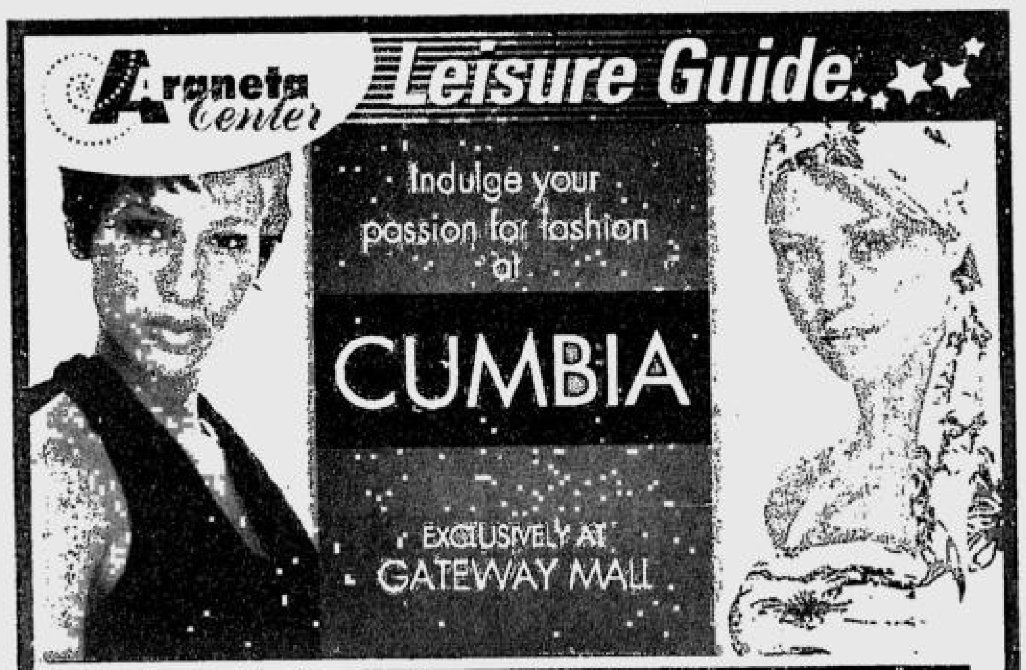
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③ MUST LOVE DOGS 12:35 / 3:05 / 5:35 / 8:05
④ D' ANOTHERS 1:00 / 3:20 / 5:40 / 8:00
⑤ SHAOLIN vs STONE WARRIORS 12:00 / 1:20 / 3:40 / 6:00 / 8:20
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Aug 21 Sunday UST vs UE Jrs 9:30am FEU vs DLSU Jrs 11:30am; UST vs UE Srs 2pm FEU vs DLSU Srs 4pm
MTV PILIPINAS 2005 AWARDS August 25, Thursday 8 pm
CUSA BASKETBALL LEAGUE August 26, Friday OPENING GAMES
Aug 27 Sunday UST vs Adu Jrs 9:30am ADMU vs UE Jrs 11:30am; UST vs Adu Srs 2pm ADMU vs UE Srs 4pm

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4 (DOLBY) CHARLIE & THE CHOCOLATE FACTORY GP
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(DOLBY) THE GREAT RAID PG13

Cinema 2000 Waltermart Makati
Waltermart Center, Chino Roces Ave. cor. Antonio Arnaiz Pio del Pilar, Makati City
Tel 816.4214 / 816.4216
1 SKELETON KEY
2 THE GREAT RAID
3 MUST LOVE DOG
4 HEAD IN THE CLOUDS

Universal
(Manila) tel: 7334043 or 2470
1 RESERVED

starmall Movies
www.clickthecity.com.ph
(Mandaluyong) tel. 7266150
1 RESERVED
2 RESERVED
3 D' ANOTHERS
4 (DOLBY DIGITAL EX) THE GREAT RAID
5 SHAOLIN VS' STONE WARRIOR

METROPOLIS star
www.clickthecity.com.ph
(ALABANG) tel. 8504285, 5433994
1 SEX DRIVE
2 GHOST HOUSE
3 RESERVED
4 RESERVED
5 (DOLBY) STEALTH
6 D' ANOTHERS

starmall Movies
www.clickthecity.com.ph
(LAS PINAS) tel. 8735004
1 (DOLBY) SHUT UP & KISS ME
2

Filinvest FESTIVAL CINEMA
(Muntinlupa) tel 850.3571 or 72
1 (DDS) STEALTH
2 (SDDS) BEWITCHED
3 (DTS) SHALIN VS' STONE WARRIOR
4 (GOLD DTS) CHARLIE AND THE CHOCOLATE FACTORY
5 GOLD (DOLBY) SKELETON KEY
6 GOLD (SDDS) THE GREAT RAID
7 GOLD (DOLBY) MUST LOVE DOG
8 D' ANOTHERS
9 WEDDING CRASHERS
10 PUSANG GALA

Blue Wave MARQUINTON
Sumulong Highway cor. Mayor Gil Fernando Street, Sto. Niño, Marikina City tel. 9341927
1 (DOLBY) THE GREAT RAID
2 (DOLBY) MUST LOVE DOG
3 (DOLBY) SKELETON KEY
4 CHARLIE AND THE CHOCOLATE FACTORY

SUPER CINERAMA
Isetann Cinerama Complex Recto
tel 733.4238
1 (DOLBY) SOON TO OPEN
2 SOON TO OPEN
3 SOON TO OPEN
4 SOON TO OPEN
5 SOON TO OPEN

MARKETPLACE
Mandaluyong tel 533.3851 / 533.3856
1 CELLULAR
2 SAHARA
3 KALAPATI
4 RESERVED

Masagana CINEMA
(Pasay) tel 833.3290 / 833.3274
1 PUSANG GALA
2 THE GREAT RAID
3 SKELETON KEY

Center Mall Cinema
Baguio Center Mall, Magsaysay Avenue (Baguio City) tel (074)- (4449346)
1 CHARLIE AND THE CHOCOLATE FACTORY
2 WEDDING CRASHER

Jade Cinema
(Angeles City) tel (045) 887.5001 to 03
1 (DOLBY EX) CRASH
2 D' ANOTHERS
3 (DTS EX) IF ONLY
4 THE EYE INFINITY

Cine Nepo
(Angeles City) tel (045) 887.0121
1 MACHINIST
2 IF ONLY
3 (DOLBY) THE EYE INFINITY
4 (DTS) CRASH

Cine Nepo
(Dagupan City) tel (075) 515.8489
1 STEALTH
2 EVIL DEAD
3 (DOLBY) D' ANOTHERS
4 (DTS) THE ISLAND

Centre Plaza Cinema
(Balanga, Bataan) tel (047) 237.7007
1 MONSTER IN LAW
2 STEALTH

EASTWOOD CINEMAS
(Eastwood City Walk 2, Eastwood City E. Rodriguez Jr. Ave (C-5) Quezon City) tel 687.6963 or 72
1 (DOLBY) SKELETON KEY
2 (DOLBY) MUST LOVE DOGS
3 (DOLBY) BEWITCHED
4 (DOLBY) THE GREAT RAID

CINEMA 2000
Movie Theatres of the New Millenium

Cinema 2000 Waltermart
(Calamba) tel (049) 545.7383
1 D' ANOTHERS
2 (DTS) HEAD IN THE CLOUDS
3 CHARLIE AND THE CHOCOLATE FACTORY
4 IF ONLY

Cinema 2000 Pavilion Mall
(Biñan) tel (049) 411.1146
1 D' ANOTHERS
2 DOLBY HEAD IN THE CLOUDS
3 CHARLIE AND THE CHOCOLATE FACTORY
4 THE EYE INFINITY

Cinema 2000 Cinemagix
(Urdaneta) tel(075) 568.6771
1 D' ANOTHERS
2 EVIL DEAD
3 (DOLBY) STEALTH

Cinema 2000 Metrotown
(Tarlac) tel (045) 982.1729
1 D' ANOTHERS
2 YEAR OF THE YAO
3 (DOLBY) STEALTH
4 (DTS) CRASH

Cinema 2000 Waltermart
(Plaridel) tel (044) 795.3320
1 CHARLIE AND THE CHOCOLATE FACTORY
2 THE EYE INFINITY
3 (DOLBY) D' ANOTHERS

Lianas Cinema
(Alabang) tel 850.1276
1 (SDDS) GHOST HOUSE
2 PUKYUTAN
3 LAMAT
4 (DTS) UNLEASHED

Lianas MovieCity
(Calamba) tel (049) 545.7202
1 CHARLIE AND THE CHOCOLATE FACTORY
2 LAMAT
3 (DTS) IF ONLY
4 THE JACKETS
5 D' ANOTHERS

Fiesta World Mall
(Lipa) tel (043) 981.0790
1 EXTREMIST
2 FINAL DESTINATION
3 LAMAT
4 D' ANOTHERS

Berma Cinema
(Baclaran) tel 879.2030 / 879.2029
1 TAKAW TINGIN
2 THE GREAT RAID

MOVIES / SCHEDULES / PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE

Air21 trades Cardona for veteran Fran

By June Navarro

SO MUCH for loyalty and devotion.

While acknowledging his vital role with the Phone Pals, Talk 'N Text still shipped veteran point guard Patrick Fran to the Air21 Express in exchange for prospective pro star Mac Cardona.

Though getting the reigning UAAP and PBL MVP out of De La Salle University excites them, the Phone Pals unloaded Fran with a heavy heart according to Air21 team manager Lito Alvarez.

"They value Fran's contributions and loyalty. I admire Talk 'N Text for that," said Alvarez.

The one-on-one trade was consummated late Wednesday after the Express had signed Cardona to a three-year pact worth almost P8 million.

Experts believe Air21 gained a lot of salary cap room in unloading the 6-foot-1 Cardona and some more cash on the side as additional perk of the trade.

The Express, who will also be paying a lot less in assuming the remaining two years of Fran's contract, said the former University of Santo Tomas star will be a key in the team's point guard rotation with Wynne Arboleda and Egay Billiones.

"I couldn't ask more from him," said newly installed Air 21 head coach Bo Perasol. "He's a smart point guard and I know what he's capable of doing."

"We had several games that we could have won only if we had the experience," said Alvarez. "He (Fran) could provide stability when the team goes through those crucial moments."

"It's hard to let go of Macmac (Cardona). Give him a year and he'll definitely shine in the PBA," said Perasol.

Cardona will fill in the shoes of ace TNT guard Willie Miller, who is recuperating from a broken right ankle he suffered while playing for the national team in the Jones Cup.

Perasol said rookie KG Canaleta, who signed a three-year deal close to P8 million, is a strong bet for a slot in the Express' final roster but No. 1 overall pick Anthony Washington may still be traded.

Iloilo gains semis

ILOILO beat Rizal, 6-1, Wednesday and then Iligan, 2-0, Thursday morning to book its place in the semifinal round of the 2005 PFF National Women's Championship.

The twin wins enabled Iloilo to finish second to Cebu in Group A of the tournament being held at the Tionko field in Davao City.

Host Davao City routed Cagayan de Oro, 4-0, Thursday morning to top Group B and book a semifinal showdown with Iloilo.

Davao got its goals from Rose Ton Bariñan, Leonor Satorre, Analou Ingles and Valerie Azuelo.

Cagayan de Oro dumped South Cotabato, 9-0, earlier in the day.

The event is organized by the Davao Football Association and sponsored by Pagcor, Philippine Sports Commission, Holcim, Lapanday, H2Zero, Philippine Banana Growers and Exporters Association, Davao City Mayor's Office, Councilor Mabel Sunga Acosta, Purefoods and NU 107—the home of new rock.

Support pours in for Romy Cabading

BARE EYE

Recab Trinidad

HOW CAN medical science fully restore a former athlete who had been crushed by a reckless vehicle and next left shattered, unconscious on the road?

There was no counting the broken bones inside Romualdo Cabading's body after he fell victim to a speed maniac.

Cabading suffered deeper defeat after the driver of the tricycle that ran over him left the former national cager dying in the highway off Villasis, Pangasinan shortly before last Christmas.

Cabading will never be able to work again, his wife swore in a recent letter to the INQUIRER.

In fact, she added, Cabading, who lapsed into a coma after his head slammed on the concrete road during the accident, has yet to regain his full senses.

***

Maybe only a miracle repair job could restore Cabading close to his original, useful self.

But in order to cure him, they've got to restore the victim's belief in himself and his fellowmen.

Tomorrow, an INQUIRER team does its share in bringing hope to Cabading and his family when it visits them at their residence in San Nicolas, Villasis, Pangasinan.

The team will deliver donations which started to come in after the INQUIRER published a plea from the victim's wife.

They needed financial support for the continuous treatment of Cabading, whose earnings and little investment have all been eaten up by his lengthy hospitalization.

***

The outpouring of support was quite heartwarming.

First to offer a pledge was the Philippine Basketball League (PBL), whose commissioner immediately sent in a check.

Lawyer-sportsman Rudy Salud, founding sec-gen of the World Boxing Council, and Lito Puyat, former head of both the Fiba and the BAP, wasted no time and gave donations, both contained in sealed envelopes.

The La Salle Green Archers did its bit through TY Tang, whose help was delivered through the kindness of a former sports scribe, who also sent in cash.

***

We will never know the total amount of the donations until the envelopes reach the Cabadings tomorrow.

It's not a very long list we have. But the happy thing is, as Rudy Salud pledged, he would continue supporting Cabading's treatment.

And what about trader Ramon Rivero, who promptly dug into his pocket and fished out all his cash upon learning of the simple fund drive?

Add to this Caloocan City Vice Mayor Tito Varela, who called up this reporter to ask how he could be of help.

The following day, a check of P10,000 issued to Cabading's wife, landed on the INQUIRER sports desk.

Varela, a former Crispa Redmanizer who next had a very commendable stint as PBA referee, did not want to be identified as a donor.

The check from the Keppel Bank, had the number 0039776.

***

Actually, the donations should have reached Cabading last Saturday yet inclement weather, and the storm brewing over the Pangasinan area, left us with no choice but to postpone that trip.

Learning of the forced delay, former national cycling champion Jess Garcia did his bit and passed the hat around.

Cabading, in his sick bed and victim of a rotten traffic system, should not suffer indefinitely.

"Not to worry boss," says another concerned soul from Pangasinan. "Villasis Mayor Nonato Abrenica has instructed the DSWD to give Cabading P5,000 after reading the INQUIRER report."

The same text message said Abrenica had extended financial help to Cabading last December, and had also asked town employees to do their share.

The Lord reward you all for your kindness.

Must-win for 3 Final Four 'NC' aspirants

GAMES TODAY (*Cuneta Astrodome*)
11:30 a.m.—St. Benilde vs JRU (Jrs)
2 p.m.—St. Benilde vs JRU (Srs)
4 p.m.—Perpetual vs San Beda (Srs)
6 p.m.—Perpetual vs San Beda (Jrs)

THE SAN Beda Lions and the University of Perpetual Help Altas collide to keep their faint Final Four hopes alive in the NCAA basketball tournament at 4 p.m. today at the Cuneta Astrodome.

The St. Benilde Blazers must also score a victory against the Jose Rizal U Bombers at 2 p.m. to remain in contention for the last semifinal slot.

The scenario doesn't look too good for the Lions, the Altas and the Blazers, who all share a 3-8 record.

The three teams must sweep their remaining games and, at the same time, hope that the fourth-running San Sebastian Stags drop all their matches to forge a playoff for the last Final Four spot.

The Stags have tough games left against semifinalists Letran, Philippine Christian University and Mapua.

After a woeful first-round campaign, the Lions looked poised for a turnaround under new coach Koy Banal. They posted back-to-back shockers over the defending champion Dolphins and the Stags.

But the Lions yielded to the Knights (68-58) and the Cardinals (60-59) in their next outings. *Jasmine W. Payo*

Hawks sweat it out to notch No. 82

UNIVERSITY of Manila at least needed to flex its muscle to chalk No. 82.

Yesterday, UM felt the need to deploy its elite forces to defeat hard-fighting University of Makati, 85-81, in the National Athletics Association of Schools, Colleges and Universities at the UM Gym.

UM trailed by as many as eight points—an unusual predicament for a team that hasn't lost a game the past 82 games—but put its acts together in the final minute to inflict UMak its seventh loss in nine games.

The Hawks took an 81-78 lead with just two minutes left, but the Wizards' James Mangaran, hit a three-pointer to level the game with just 46 seconds to go.

In the first game, AMA Computer snapped St. Clare's winning run with a 68-65 victory. The Titans improved to 5-5 while the Saints fell to 8-1.

STI drubbed New Era, 53-42, in the other seniors game. The Olympians improved to 6-3 while handing the Hunters their fifth loss in nine games. *Marc Anthony Reyes*

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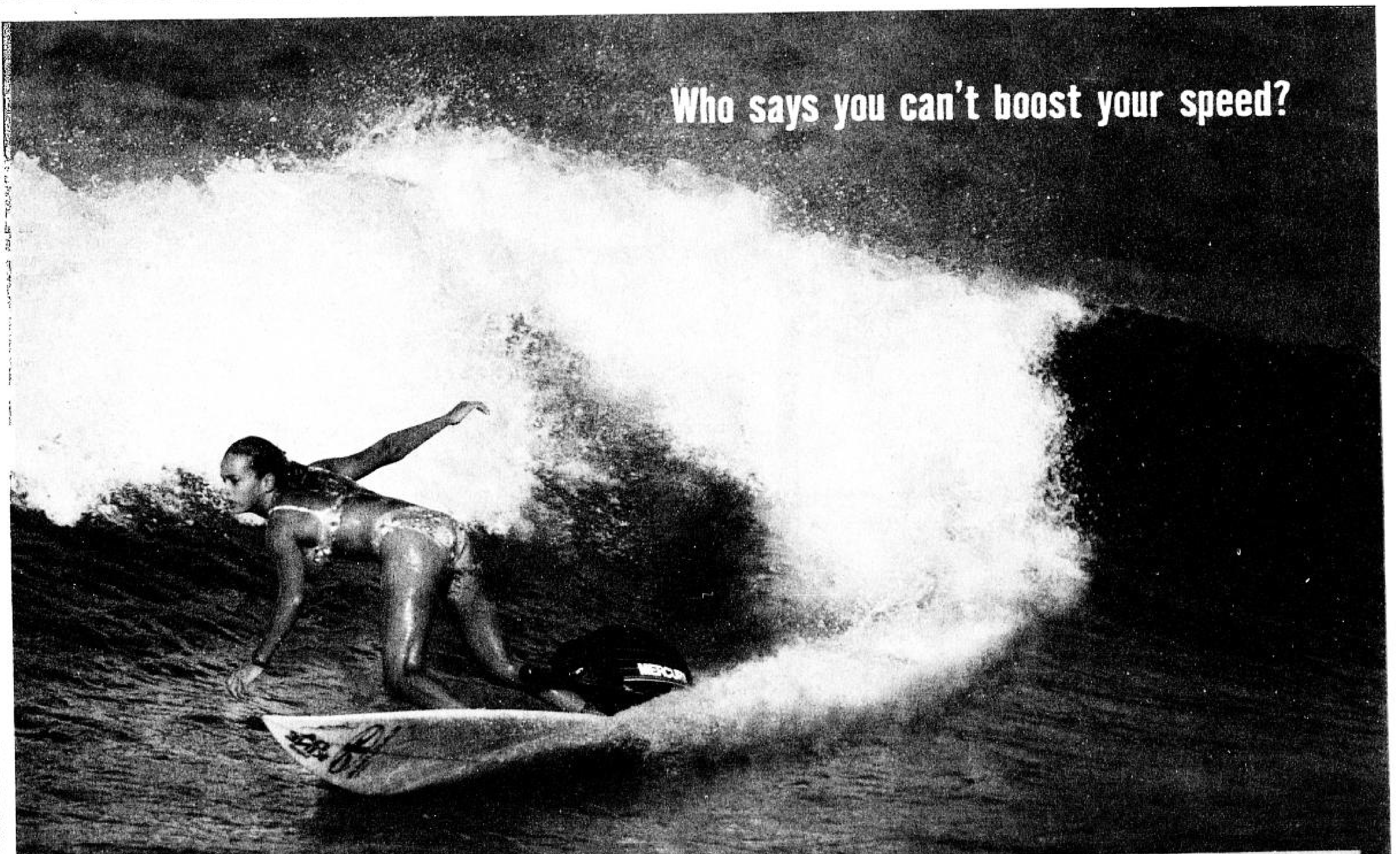
1 SKELETON KEY
1:05, 3:35, 6:05
8:35, 11:00
PG-13

2 MUST LOVE DOGS
1:05, 3:35, 6:05
8:35, 11:00
PG-13

3 BEWITCHED
1:20, 3:45, 6:10
8:35, 11:00
GP

4 THE GREAT RAID
11:55, 2:45, 5:35
8:25, 11:00
PG-13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*Winner gets 1 Petron Gasul tank refill per month for 1 year. Tank size will depend on the size of the winning entry.
Promo is until October 15, 2005. See leaflets for details. Per DTI-NCR Permit #2445, Series of 2005. For Metro Manila deliveries, tumawag lang sa Gen-U-Win Gasul Delivery Hotline at (02) 737-8000.
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CENTERSTAGE LIVE!
P250
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SM WELCOMES Kitchie Nadal at SM Manila
CINEMA

In Ortigas, SM Megamall *Premiere Cinemas* 5,6,10
In Q.C., SM Sta. Mesa *Premiere Cinemas* 1,2,3,4,5
In Q.C. SM North Edsa *Premiere Cinemas* 1,2,3,7,8
In Manila SM San Lazaro *Premiere Cinemas* 1,2,3,4,5,6
In Las Piñas SM Southmall *Premiere Cinemas* 1,3,4
In Cebu SM Cebu *Premiere Cinemas* 1,2,3

THIS WEEK CENTERSTAGE

Trumpets
THE LITTLE MERMAID
September 2005
SM Megamall
Cinema 10

Martin Nievera
I SING FOR YOU
September 10, 2005
Saturday • 8:30pm
SM Southmall
Cinema 3

Jasmine Trias
Fil-American Idol LIVE IN CONCERT
WITH SPECIAL GUEST: SOUTHBORDER
September 10, 2005
Saturday • 8:30pm
SM Megamall
Cinema 10

Christine Bellen's
MGA KUWENTO NI LOLA BASYANG
August 25 -27 2005
September 1-3, 2005
10 am and 3 pm
(with 7pm show on Saturday)
SM Centerpoint
Cinema 5

Actor's Actors, INC & Little Boy Production
Directed by Bart Guingona
ONCE ON THIS ISLAND
August 27, 2005
Saturday • 8:00 pm
SM Theater 2,
SM City Cebu

FOR GUARANTEED SEATS

the podium 633-8976

1 SKELETON KEY
11:45FS/12:15MF/02:25/04:35/06:45
08:25LFS/09:00LMF/10:40END

2 MUST LOVE DOGS
11:25FS/11:55MF/02:10/04:25/06:40
08:30LFS/09:00LMF/10:45END

cebu (032) 231-3876

1 STEALTH
12:00FS/12:10MF/02:30/04:50/07:10
09:10LFS/09:30LMF/11:30END

2 THE ISLAND
12:00FS/12:10MF/02:30/04:50/07:10
09:25LFS/09:30LMF/11:45END

3 THE GREAT RAID
11:20FS/11:30MF/02:00/04:30/07:00
09:10LFS/09:30LFS/11:40END

METRO MANILA

SM MEGAMALL
1 CLOSED FOR RENOVATION
2 CLOSED FOR RENOVATION
3 CLOSED FOR RENOVATION
4 SKELETON KEY
5 BEWITCHED
6 BELGIAN FILM FESTIVAL
7 PUSANG GALA
8 SHAOLIN vs. STONE WARRIOR
9 MUST LOVE DOGS
10 THE GREAT RAID
11 CHARLIE & THE CHOCOLATE FACTORY
12 D' ANOTHERS

SM CITY FAIRVIEW
1 SHAOLIN vs. STONE WARRIOR
2 D' ANOTHERS
3 THE EYE INFINITY
4 THE GREAT RAID
5 BEWITCHED
6 PUSANG GALA
7 SKELETON KEY
8 CHARLIE & THE CHOCOLATE FACTORY
9 MUST LOVE DOGS
10 FANTASTIC FOUR
11 STEALTH
12 IF ONLY

SM NORTH EDSA
1 SKELETON
2 BEWITCHED
3 CHARLIE & THE CHOCOLATE FACTORY
4 D' ANOTHERS
5 PUSANG GALA
6 SHAOLIN vs. STONE WARRIOR
7 MUST LOVE DOGS
8 THE GREAT RAID

SM CITY MANILA
1 THE GREAT RAID
2 BEWITCHED
3 SHAOLIN vs. STONE WARRIOR
4 KITCHIE NADAL CONCERT
5 CHARLIE & THE CHOCOLATE FACTORY
6 MUST LOVE DOGS
7 PUSANG GALA
8 IF ONLY
9 D' ANOTHERS
10 WEDDING CRASHERS
11 THE EYE INFINITY
12 SKELETON KEY

SM CITY STA MESA
1 SKELETON KEY
2 CHARLIE & THE CHOCOLATE FACTORY
3 BEWITCHED
4 MUST LOVE DOGS
5 THE GREAT RAID
6 SHAOLIN vs. STONE WARRIOR
7 PUSANG GALA
8 STEALTH
9 THE ISLAND
10 D' ANOTHERS

SM CITY SOUTHMALL
1 SKELETON KEY
2 CHARLIE & THE CHOCOLATE FACTORY
3 THE GREAT RAID
4 MUST LOVE DOGS
5 PUSANG GALA
6 THE EYE INFINITY
7 SHAOLIN vs. STONE WARRIOR
8 STEALTH
9 D' ANOTHERS
10 BEWITCHED

SM SAN LAZARO
1 MUST LOVE DOGS
2 SKELETON KEY
3 BEWITCHED
4 SHAOLIN vs. STONE WARRIOR
5 D' ANOTHERS
6 THE GREAT RAID

SM SUPERCENTER SUCAT
1 MUST LOVE DOGS
2 SKELETON KEY
3 THE GREAT RAID
4 D' ANOTHERS

SM CITY BICUTAN
1 THEGREAT RAID
2 D' ANOTHERS
3 MUST LOVE DOGS
4 SKELETON KEY

LUZON

SM CITY PAMPANGA
1 WEDDING CRASHERS
2 STEALTH
3 CRASH
4 D' ANOTHERS
5 RESERVED
6 RESERVED

SM CITY BACOOR
1 STEALTH
2 CHARLIE & THE CHOCOLATE FACTORY
3 THE GREAT RAID
4 MUST LOVE DOGS
5 SHAOLIN vs. STONE WARRIOR
6 D' ANOTHERS
7 BEWITCHED
8 THE ISLAND

SM CITY DASMARIÑAS
1 ARAHAN
2 HITCHHIKER'S GUIDE TO THE GALAXY
3 D' ANOTHERS
4 WEDDING CRASHERS

SM CITY LUCENA
1 STEALTH
2 D' ANOTHERS
3 YEAR OF THE YAO
4 THE MACHINIST

SM CITY BAGUIO
1 WEDDING CRASHERS
2 STEALTH
3 D' ANOTHERS
4 CHARLIE & THE CHOCOLATE FACTORY

SM CITY MARILAO
1 CHARLIE & THE CHOCOLATE FACTORY
2 D' ANOTHERS
3 THE EYE INFINITY
4 SIN CITY

SM CITY BATANGAS
1 YEAR OF THE YAO
2 D' ANOTHERS
3 STEALTH
4 WEDDING CRASHERS

VISAYAS AND MINDANAO

SM CITY CEBU
1 STEALTH
2 THE ISLAND
3 THE GREAT RAID
4 IF ONLY
5 CHARLIE & THE CHOCOLATE FACTORY
5 ARAHAN
7 D' ANOTHERS
8 CRASH

SM CITY ILOILO
1 THE EYE INFINITY
2 RESERVED
3 CHARLIE & THE CHOCOLATE FACTORY
4 D' ANOTHERS
5 WEDDING CRASHERS
6 STEALTH
7 RESERVED
8 THE MACHINIST

SM CITY DAVAO
1 CHARLIE & THE CHOCOLATE FACTORY
2 ARAHAN
3 D' ANOTHERS
4 THE EYE INFINITY
5 WEDDING CRASHERS
6 BEWITCHED

SM CITY CAGAYAN DE ORO
1 THE MACHINIST
2 WEDDING CRASHERS
3 CRASH
4 STEALTH

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Aug. 17-23 • SM Megamall Cinema
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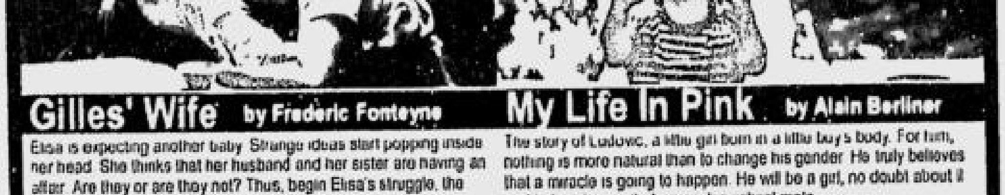

Gilles' Wife by Frederic Fonteyne

Elisa is expecting another baby. Strange ideas start popping inside her head. She thinks that her husband and her sister are having an affair. Are they or are they not? Thus, begin Elisa's struggle, the struggle to become once again Gilles' Wife
Festival: Director's Fortnight, CANNES 2005

My Life In Pink by Alain Berliner

The story of Ludovic, a little girl born in a little boy's body. For him, nothing is more natural than to change his gender. He truly believes that a miracle is going to happen. He will be a girl, no doubt about it and he's in love with Jerome, his school mate.
Festival: Best Foreign Language Film, OSCARS 1998

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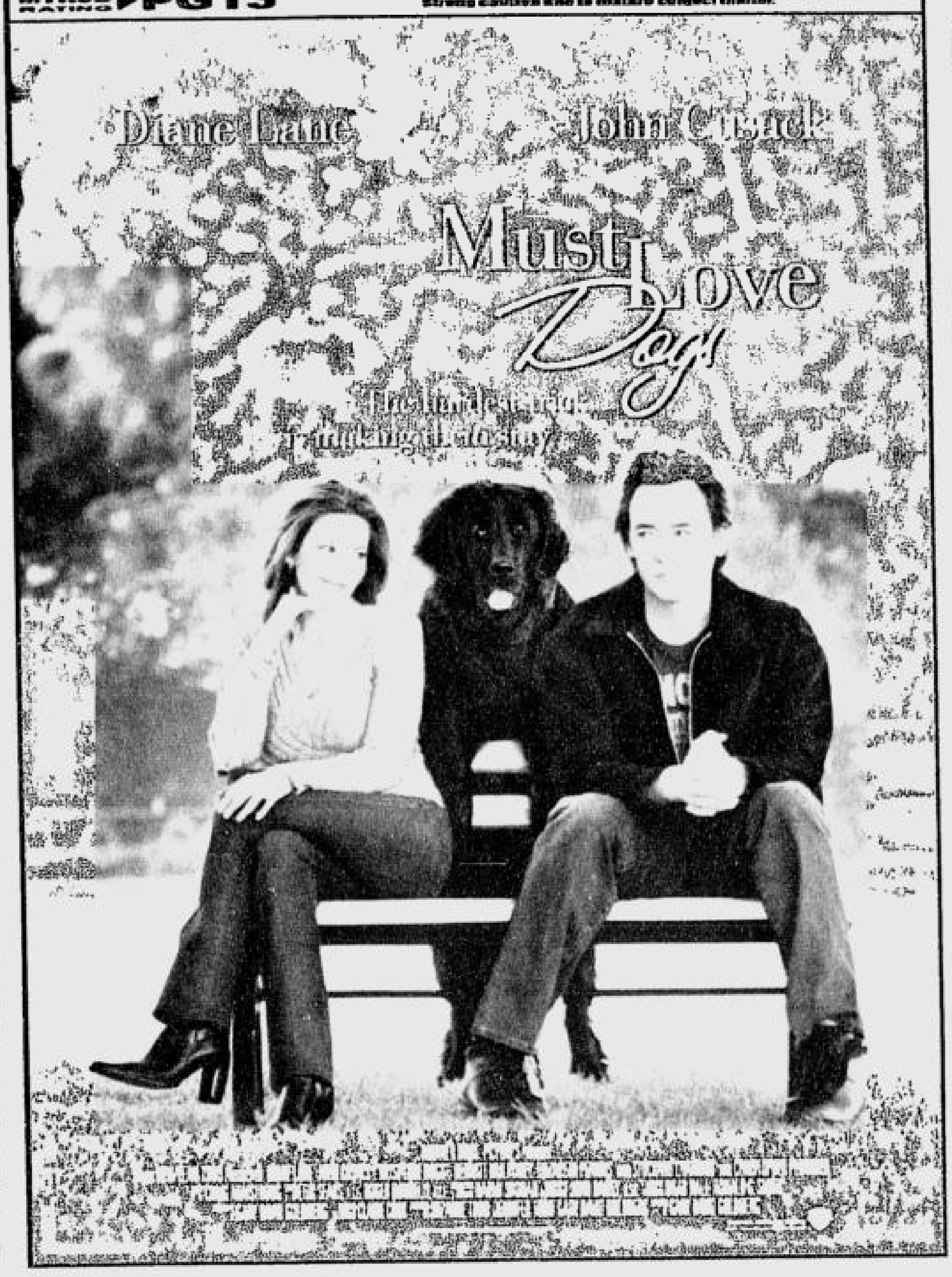
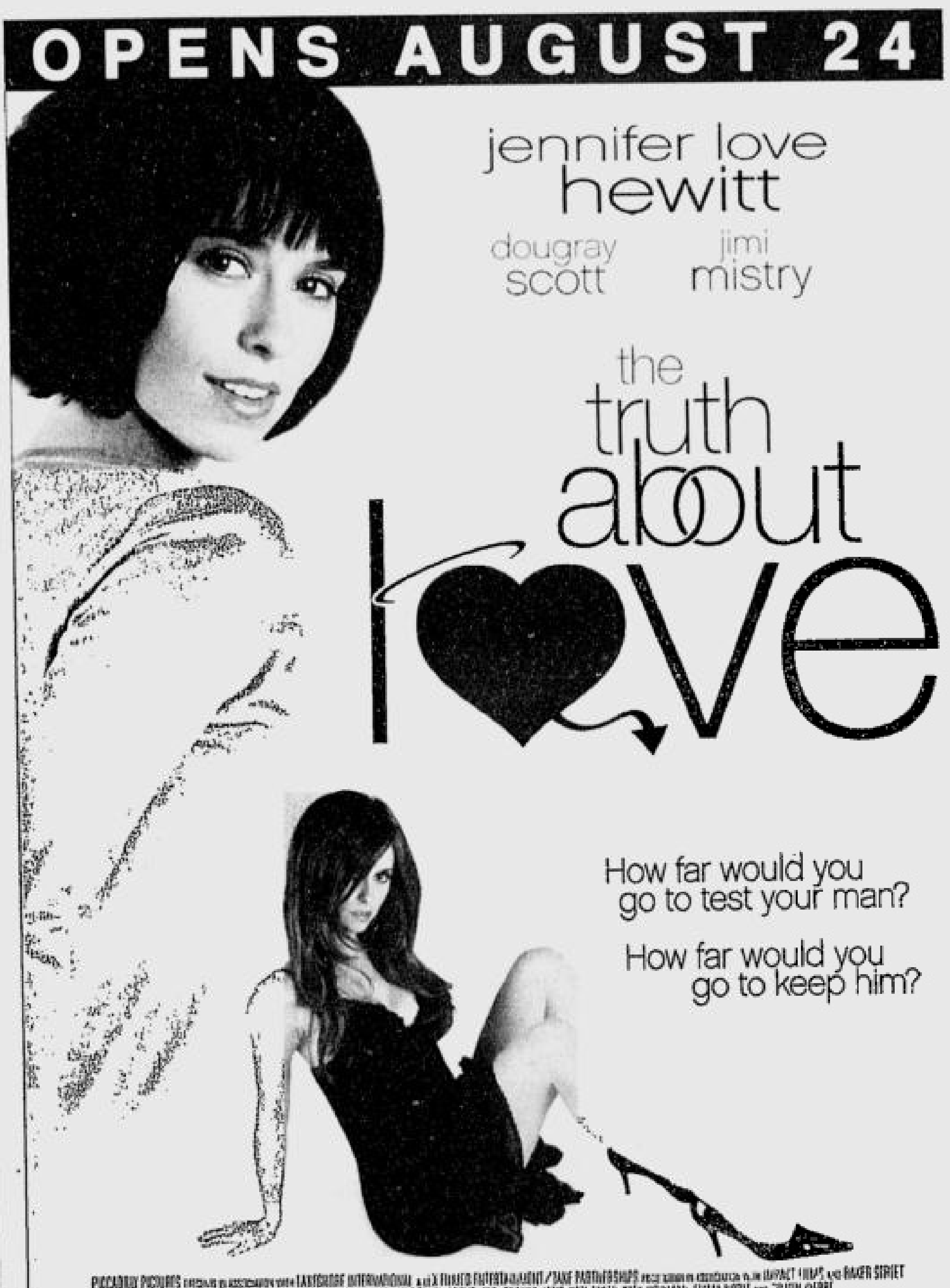
NOW SHOWING

MTRCB RATING ▶ PG13 Children 13 years old and below shall only be allowed if accompanied by a parent or adult. Strong caution due to mature subject matter.



OPENS AUGUST 24


jennifer love hewitt
dougray scott
jimi mistry
the truth about love
How far would you go to test your man?
How far would you go to keep him?

MTRCB RATING G General Audience | ALL AGES ADMITTED

AMERICA FERRERA IS "CARMEN,"

Sassy and outspoken yet deeply sensitive, fireball Carmen is hoping for quality time with her father, whom she's seen only briefly since her parents' divorce, Carmen is instead stunned to discover him happily living with a fiancé and two future stepchildren. Disappointed and suddenly out of place, she struggles with her feelings rather than risk losing him with a confrontation, until her emotions get the better of her and all hell breaks loose. She's the one who always says what the others are thinking or feeling and wish they could say.

She's also the writer and narrator of the story.
Carmen is a combination of passion and introspection.

The Sisterhood of the Traveling Pants

OPENS AUGUST 24

TRIUMPHANT Y
Andy Roddick screams
fierce rival Juan Carlos
Masters in Mason, Ohi
advance to the next ro

Active golf starts today

LIPA City—Shy and soft-spoken, Dave Hernandez has the utmost respect for his buddies at Canlubang.

But playing against his fellow Sugar Barons gives him an even bigger drive to win.

Hernandez will defend his Active Mid-Am title today, looking for his third title in four years against some of the faces that helped shape the most recent Philippine Airlines Interclub dynasty.

"Not taking anything away from the others, I think they (Canlubang regulars) are the players to beat," Hernandez, a two-time World Amateur veteran, said before the practice round for the 36-hole event yesterday.

Former champion Abe Rosal, reigning RP Am champ Jun Bernis, Senior Am king Rolly Viray and Tommy Manotoc are the players Hernandez pointed to, as a full field of 120 players vies for titles in six other divisions in the event co-presented by Pacsports. Tee-off time is 7:30 a.m.

Held for the fourth straight year as Malarayat chair Antonio Turalba's contribution to the development of amateur golf, the event is also supported by the Mount Malarayat Country Club Hotel and The Inns, Asian Spirit, San Agustin Realty Inc., Citibank and Samsung.

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ELL
in delight after outlasting
Ferrero in the Cincinnati
o. Roddick won 6-7, 7-6, 6-2. to
und. AFP

Pagunsan-Bibat grabs team title

HEAVY rains failed to stymie Juvic Pagunsan in the Singapore Open Amateur Championship as he shot a one-under-par 70 to lift the Philippines to a one-stroke victory in team play at the close of the 54-hole event at the Bukit Course of the Singapore Island Country Club yesterday.

Pagunsan could sweep the annual event as he caught up with halfway leader and fellow national teammate Artemio Murakami and Singapore's Choo Tze Huang (71) at the helm with 213s.

With Michael Bibat carding a decent 73 under tough playing conditions, the Filipinos fought back from as many as seven strokes behind erstwhile leader Thailand to snatch the team championship crown with a three-day aggregate of 434.

Malaysia also rallied with a tournament-best 141 but fell short with a 435. Chinese-Taipei had a 147 and a 436 for third.

It was indeed a big comeback for the Philippines, which groped for form in the first round with a 150. But the Filipinos, whose stint here is sanctioned by the National Golf Association of the Philippines, fought back on the second day with Pagunsan finally finding his touch with a 69.

Murakami, who started the round one stroke ahead of Thai Ekaluk Waisaykul and five up on Pagunsan, failed to sustain his momentum under the wet and soggy conditions and limped home with a 75 despite an eagle on No. 15.

He drove out-of-bounds on the 18th for a double-bogey, enabling Pagunsan and Huang to force a three-way tie for the lead and ensuring a slambang finish in the 72-hole championship won by Bibat last year.

However, Bibat managed just a 222 after three rounds, nine strokes off the joint leaders.

Pagunsan, 26, flaunted his vast experience and mental toughness to shoot the day's best score.

A victory by Pagunsan, winner of the recent Pan-West Malaysian Amateur Open, will serve as a big boost to the country's bid in the Southeast Asian Games slated Nov. 27-Dec. 5 in Manila.

Guiao pleased with Barako picks

CLEAN LIVING

Manolo R. Iñigo

RED Bull Barako coach Yeng Guiao hasn't won a PBA championship since 2001. He came close in the 2004 Fiesta Conference, but Red Bull, playing with a depleted lineup, lost to Barangay Ginebra in the title series. In this year's Fiesta Conference, Red Bull finished fourth, losing to Shell in a knockout game.

Now, the Barakos are ready to rumble again. In last Sunday's rookie draft, Guiao made a smart move by selecting three tall and talented players, who will see action in the next conference starting on Oct. 2.

"We're happy with our choices. And we're not sulking just because we were No. 9 and last in the draft," said the 45-year-old Guiao in an interview. "We could not have asked for more because we got what we wanted."

Guiao selected 2003 NCAA Most Valuable Player Leo Najorda of San Sebastian in the first round, saying he was surprised that the 6-foot-4, left-handed Najorda was not picked much earlier by the other teams.

"We're just plain lucky, *suwerte*," Guiao said. "Najorda was a good choice. I felt he should have been selected much earlier," he added, recalling a similar case in the 2003 draft when then little-known Rico Villanueva was passed up by the other teams before he was acquired by Red Bull in the seventh round.

Guiao said he was elated with the team's acquisition of Najorda. "He (Najorda) has leadership, he can shoot and defend as well. Besides, I have a bias for left-handers because they are harder to guard."

In the next round, Guiao picked a pair of former Ateneo Blue Eagles, 6-foot-3 Larry Fonacier and 6-foot-5 Paolo Bugia, who were Villanueva's teammates in the Ateneo team that won the UAAP championship in 2002.

"I'm glad we got Larry and Paolo," said a beaming Villanueva. "Larry is a good clutch shooter and a tall guy who can also play point guard. Paolo, on the other hand, is a mobile big man who can shoot from outside as well. He was my chief reliever in our Ateneo days."

Red Bull will be noticeably stronger this year with the acquisition of Najorda, Fonacier and Bugia simply because the three recruits are expected to carry on to the PBA the same discipline, admirable attitude and commitment they lived by when they were still in the amateurs.

For his part, franchise owner George Chua said, "Our team will always continue to regale the basketball public with top-class performance without sacrificing fair play and sportsmanship. We assure you that."

SPORTSWATCH

Blu Boys, Girls smash foes

KUALA Lumpur, Malaysia—Team Philippines overpowered the opposition in both divisions yesterday at the start of the Association of Southeast Asian Nation (Asean) softball championship at the old Victoria Institute grounds here. Florante Acuna pitched a one-hitter as the Blu Boys smashed Thailand, 8-1, in a game delayed for more than an hour due to incessant rains. Corazon Soberre and Cyrel Ramos spearheaded the Blu Girls' romp over Singapore, 7-0, in the event the Filipinos are using to hone up for the coming Southeast Asian Games. Their trip here is sponsored by the Philippine Sports Commission chaired by William "Butch" Ramirez, Jean Henri Lhuillier, Burlington Socks and Accel.

Team MayniLA boosts semis bid

KALAMAZOO, Michigan—Team MayniLA overpowered Utrecht of the Netherlands, 8-1, Wednesday to keep alive its hopes of barging into the semifinal round of the Big League (16-18) girls softball World Series at the Vanderberg Park here. The Filipinas shoot for the crucial win against host District 2 Thursday at the resumption of their game called due to darkness with the score tied at 1-1 after nine innings. The Filipinas will be playing in an extended game for the second time in three days. They beat Charlston of West Virginia, 2-1, in the 12th inning Tuesday. A victory would move MayniLA into a tie for first place in Pool A with West Virginia and Antelope of California with similar 3-1 win-loss records. MayniLA's stint is backed by Manila Rep. Miles Roces, in cooperation with Mayor Lito Atienza and Manila Sports Council chief Arnold "Ali" Atienza, with support from the PSC, Pagcor, PCSO, Isuzu-Manila, Manila Little League Charter president engineer Robert Evangelista, and engineer Che Borromeo of Manila-DPS.

Firegames Shootfest fires off

THE ROTARY Club of Baywalk Manila and the NCRPO Rifle & Pistol Club starts the Firegames Shootfest 2005 today at Camp Bagong Diwa, Taguig City, Metro Manila. Rotarian Eddie Sy, overall chair of the organizing committee, said the event is open to all civilian shooters, those from various non-government organizations and from the Philippine National Police and Armed Forces of the Philippines. Over P150,000 in prizes are at stake for the entire three-day competition sanctioned by the Philippine Practical Shooting Association (PPSA). The event is backed by Pagcor, PCSO, Merriam & Webster Bookstore, Coca-Cola Bottlers Corp., PB Dionicio Gun Dealers, Pepsi Cola Company and Hersun Marketing). For inquiries, call 0917-5555100.

2005 stag battles get going

THE 2005 stagfighting season starts at Roligon Mega Cockpit via the National Showdown 7–Stag Derby on Sept. 3, 5 and 7, with Lakpue Drug Inc. and Thunderbird Power Feeds as sponsors. As of yesterday, 105 gamefowl farms throughout the country were covered by Roligon's stag screening committee, according to hosts Danny Ty and Romero Yu. Participants may field an entry during the 3-stag eliminations, either on Sept. 3 or 5. The 4-stag finals is on Sept. 7. Screening of stags is scheduled at Roligon on Sunday, Aug. 21, from 9 a.m. to 3 p.m. For details, call 8512275, 8331638 and 8529812 or 09178277484. Meanwhile, the Fastest Win One-Cock *Ulutan*" is slated at Roligon on Aug. 27. Registration is P1.200.

Pasay Cockpit unveils busy sked

THE PASAY City Cockpit will host a 3-cock derby featuring 50 fights. The event is sponsored by Sagupaan Complexor 3000. The PCC will also present a 4-stag derby on Aug. 26, as well as the Gentlemen Cockers Association of the Philippines (GCAP) 5-stag derby on Sept. 2. Meanwhile, the regular 2-cock *ulutan* resumes on Sunday, Aug. 21, with the the first 10 champions guaranteed P10,000 each; 11th to 20th champions, P8,000 each and the rest, P7,000 each. The Fastest Win One-Cock is scheduled every Wednesday, with P150,000 at stake. Slated every Monday and Tuesday is the regular hackfight where each winner gets P1,000. For details, call 8431890, 8431746 and 8166750.

RACING TIPS

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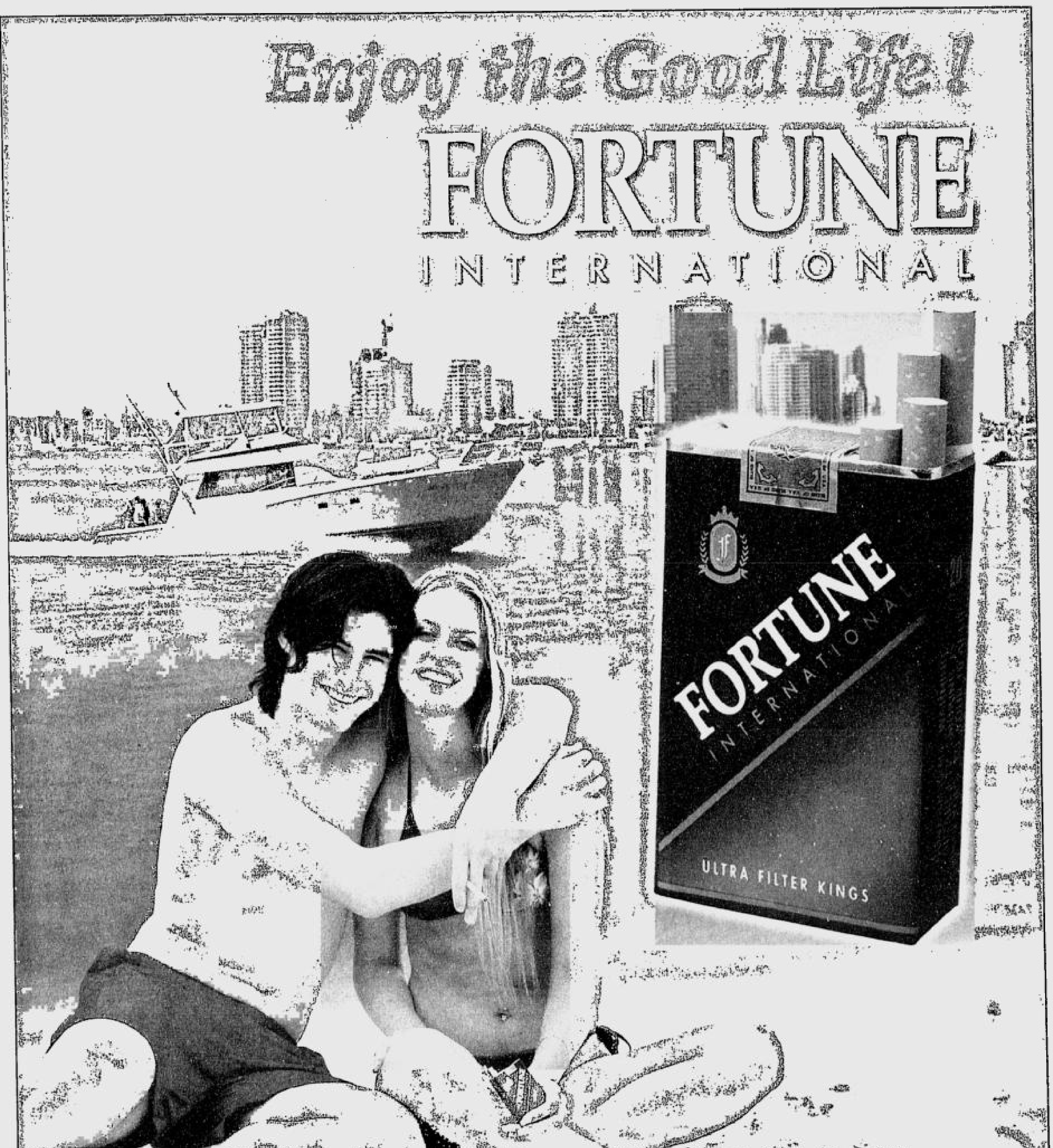
Race 2-1. I Miss You 2. War General 3. Boms Boms
Race 3-1. Vinfa's Pride 2. Blue Iris 3. Pilgrim 4. Better Beth
Race 4-1. Marque 2. Master Dancer Race 5-1. Mr. Bonjing 2. Smooth Strike 3. Jayvie's Godfather 4. Jaw Breaker
Race 6-1. River Bandit 2. Charming Belle 3. No Compromise 4. Come in Glory
Race 7-1. Dow Jones 2. King Foppy 3. Scarlet Beauty 4. Super Dave
Race 8-1. Ghurka 2. Semper Spirit/Last Hazm 3. Formidable Ella 4. Angie Gray
Race 9-1. Habagat 2. Fashion Victim 3. Pasirit 4. Close Account 5. True Justice 6. Jellbeanjoy/Mary Jane Bomb



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Promo is until October 15, 2005. See leaflets for details. Per DTI-NCR Permit #2445, Series of 2005. For Metro Manila deliveries, tumawag lang sa Gen-U-Win Gasul Delivery Hotline at (02) 737-8000.

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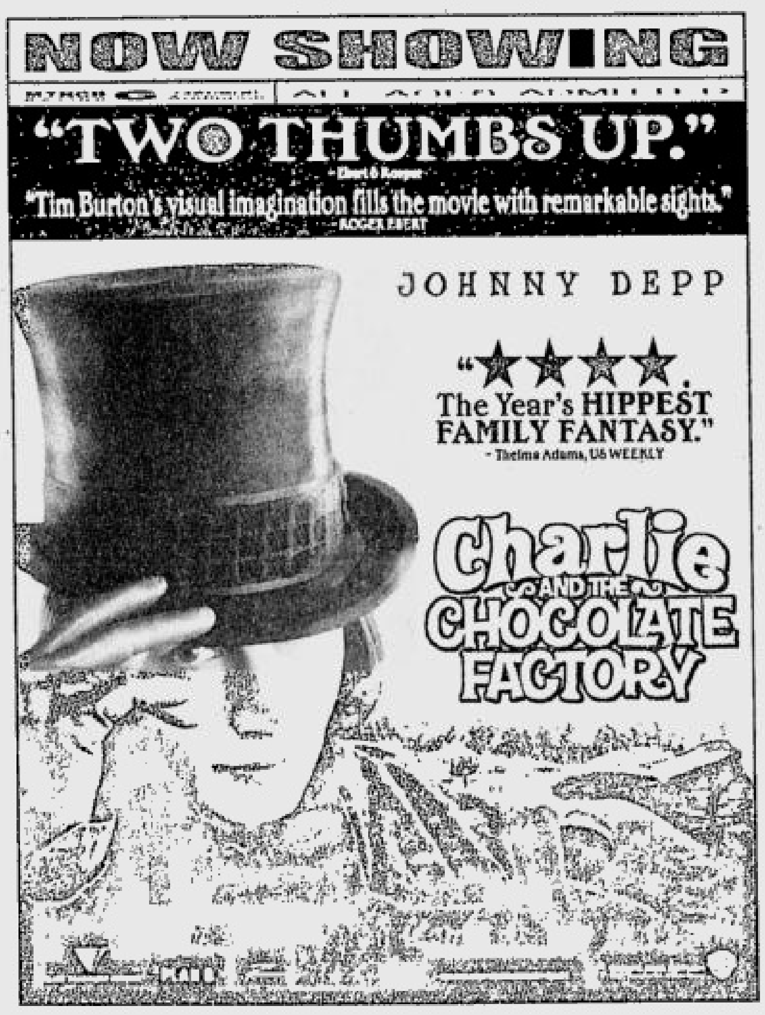

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CINEMA 5 MUST LOVE DOGS PG13 11:00, 1:20, 3:40, 6:00, 8:20, 10:40

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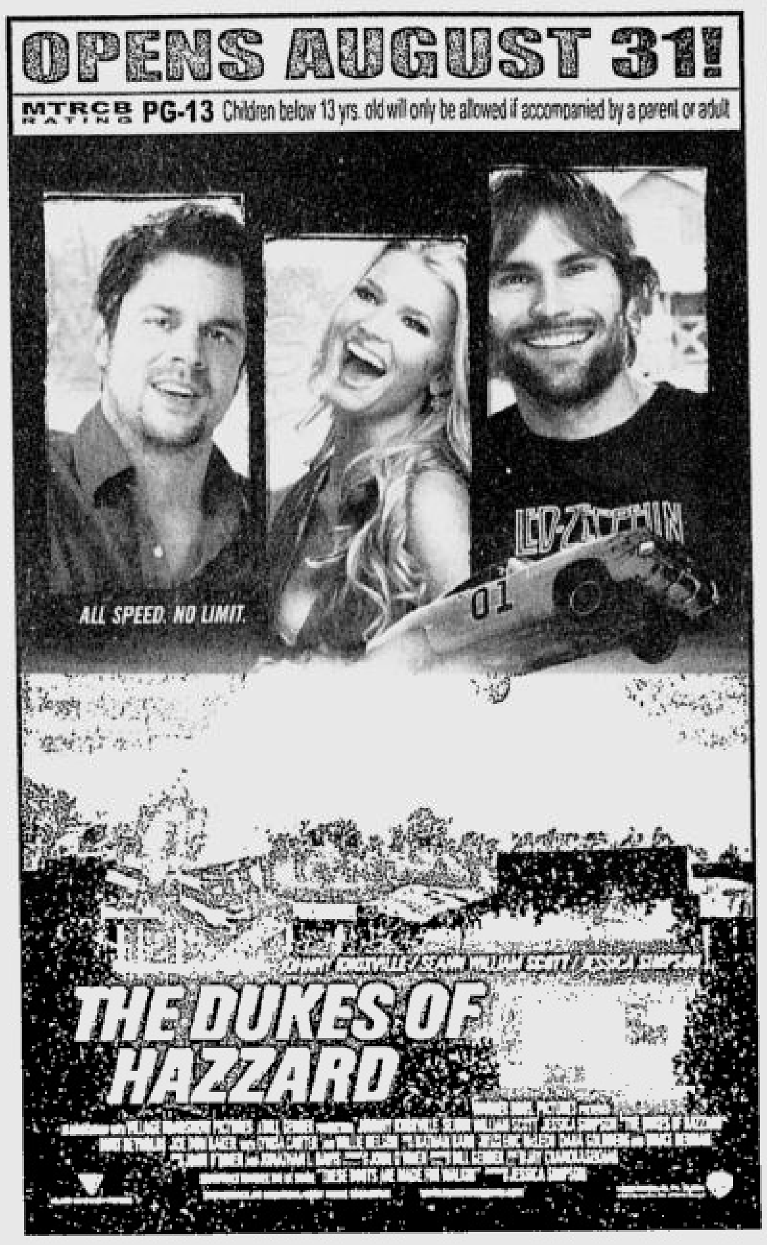

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GREAT RAID PG13 12:00,2:40,5:20,8:00,10:30	BEWITCHED GP 12:55,3:15,5:35, 7:55,10:15	SKELETON KEY PG13 1:10,3:30,5:50,8:10,10:30
CHARLIE AND THE CHOCOLATE FACTORY GP 1:45,4:15,6:45,9:15	MUST LOVE DOGS PG13 1:40,4:00,6:20,8:40	MUST LOVE DOGS PG13 12:30,2:50,5:10,7:30,9:50

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1 BEWITCHED • THX
12:20 2:45 5:10 7:35 10:00

2 THE GREAT RAID
11:00 1:45 4:30 7:15 10:00

3 MUST LOVE DOGS
12:30 2:50 5:10 7:30 9:50

4 WEDDING CRASHERS
12:15 2:45 5:15 7:45 10:00

5 CHARLIE AND THE CHOCOLATE FACTORY
11:40 2:15 4:50 7:25 10:00

6 MGA PUSANG GALA
12:20 2:45 5:10 7:35 10:00

7 THE ISLAND
12:00 2:30 5:00 7:30 10:00

8 D' ANOTHERS
12:40 3:00 5:20 7:40 10:00

9 SHAOLIN VS. STONE WARRIOR
1:20 3:30 5:40 7:50 10:00

10 STEALTH
1:35 4:20 7:05 9:50

ERMITA 536-7809 to 12

1 MUST LOVE DOGS
12:30 2:45 5:00 7:15 9:50

2 SHAOLIN VS. STONE WARRIOR
12:10 2:10 4:10 6:10 8:10 10:05

3 CHARLIE AND THE CHOCOLATE FACTORY
12:00 2:30 5:00 7:30 9:50

4 D' ANOTHERS
12:00 2:00 4:00 6:00 8:00 10:00

5 THE GREAT RAID
12:00 2:30 5:00 7:30 9:50

6 MGA PUSANG GALA
12:20 2:40 5:00 7:20 9:50

7 BEWITCHED
12:00 2:00 4:00 6:00 8:00 10:00

METRO EAST 682-9193/682-8199

1 SHAOLIN VS. STONE WARRIOR
11:50 2:10 4:30 6:50 9:10

2 THE GREAT RAID
12:30 3:20 6:10 9:00

3 D' ANOTHERS
12:50 2:50 4:50 6:50 9:00

4 MUST LOVE DOGS
12:20 2:30 4:40 6:50 9:00

5 STEALTH
1:05 3:35 6:15 9:00

6 BEWITCHED
12:40 2:45 4:50 6:55 9:00

7 CHARLIE AND THE CHOCOLATE FACTORY
1:20 3:55 6:30 9:05

8 MGA PUSANG GALA
1:50 4:10 6:30 9:00

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1 STEALTH
2 D' ANOTHERS
3 THE GREAT RAID
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G1 GLORIETTA 1	1 PUSANG GALA	2 MUST LOVE DOGS	3 SHAOLIN VS. STONE WARRIORS	4 D' ANOTHERS			
G4 GLORIETTA 4	1 THE GREAT RAID	2 MUST LOVE DOGS	3 THX MUST LOVE DOGS GUARANTEED SEATS	4 ONE LAST DANCE	5 CHARLIE & THE CHOCOLATE FACTORY	6 BEWITCHED	7 THE WEDDING CRASHERS
GB1 GREENBELT 1	1 BEWITCHED	2 MUST LOVE DOGS					
GB3 GREENBELT 3	1 THX BEWITCHED GUARANTEED SEATS	2 THX MUST LOVE DOGS GUARANTEED SEATS	3 ONE LAST DANCE GUARANTEED SEATS	4 THE WEDDING CRASHERS GUARANTEED SEATS	5 THE GREAT RAID GUARANTEED SEATS		
ATC ALABANG TOWN CENTER	1 THX MUST LOVE DOGS	2 BEWITCHED	3 THE GREAT RAID	4 WEDDING CRASHERS	5 CHARLIE & THE CHOCOLATE FACTORY		
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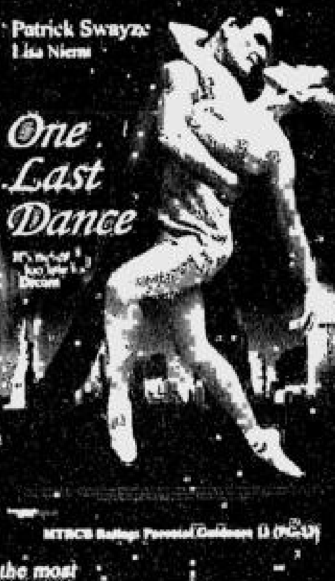

One Last Dance

In the wake of tragedy, a renowned New York dance company is on the brink of collapse. After leaving the dance world for good, Travis (Patrick Swayze), Chrissa and Max are pulled to resurrect the dance that shattered their careers. They have one last chance to save the company and re-connect with the passion, the magic and prove that miracles really can happen.

MTRCB Rating: Parental Guidance 13 (PG-13)

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Crusaders bounce back versus Lions

ILIGAN CITY—Mayor Lawrence Cruz's Iligan Crusaders bounced back from their first homecourt loss by whipping the SMB Tours/Cable Vision-backed Baguio Lions, 72-59, Wednesday in the 2005 Panasonic-NBC basketball championship at the MSU-IIT gym here.

Abdul Fariq "Dave" Sagad and Jospeh Roque sparked a first-quarter breakaway by the Crusaders en route to their seventh win in 12 games. The Lions fell to 8-3.

The Crusaders, who were beaten recently at home by Spring Cooking Oil-backed Laguna, cruised to a 21-point lead late in the third quarter through Jose de Guzman, who scored 13 points and snared 10 rebounds.

Asuncions win, gain 3rd round

KENNIEVIC and Kennie Asuncion of the Philippines advanced to the third round after defeating Jurgen Wouters and Paulien Van Dooremalen of the Netherlands, 15-13, 15-9, in the mixed doubles competition of the 2005 IBF World Badminton Championships yesterday at the Arrowhead Pond in Anaheim, California.

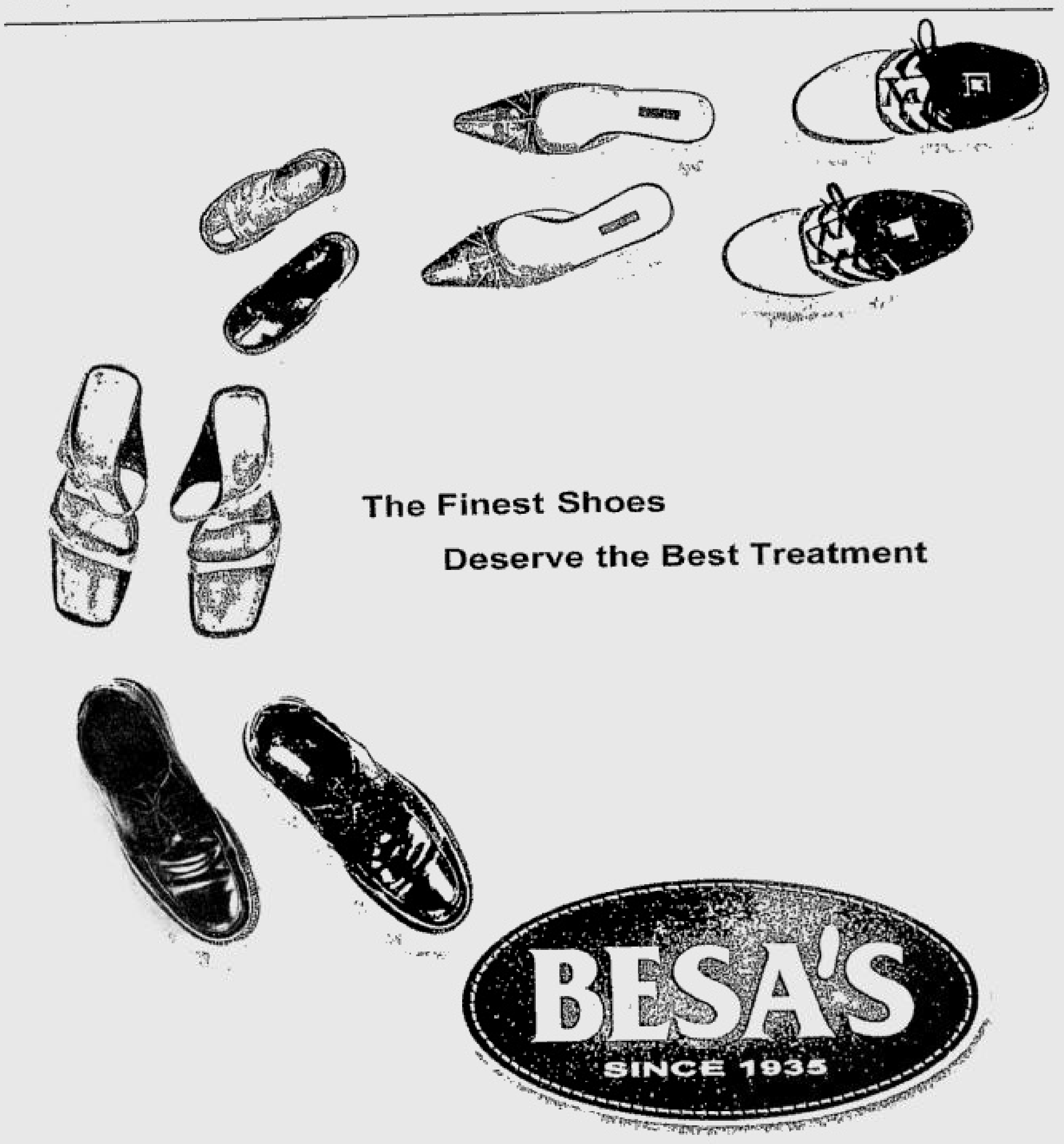
The 28th-ranked Filipinos got off to a slow start as they trailed their Dutch opponents, 0-6, in the first set. However, the Asuncions managed to recover and seize the advantage, 12-11. Leading 14-12, the siblings needed three game points to eventually capture the set.

Gaining momentum, the Asuncion siblings took control of the second set, 6-1. Wouters and Van Dooremalen, who are ranked 58th in the world, managed to rally and momentarily took the upper hand, 9-8. An unforced error by the Dutch, however, yielded the service back to the Filipinos, who scored the seven consecutive points to close out the match and move on to the last 16.

The Asuncions will next face the third-seeded Chen Qiqui and Zhao Tingting of China today at 6 a.m. (Manila time).

Kennievic, however, was booted out of the men's singles competition after he was outclassed by world No. 1 Lin Dan of China, 15-3, 15-1, earlier in the day.

The younger Asuncion, ranked 94th in the world, was simply no match for Lin, who raced to an 8-0 edge in the first set before Asuncion managed to score a point.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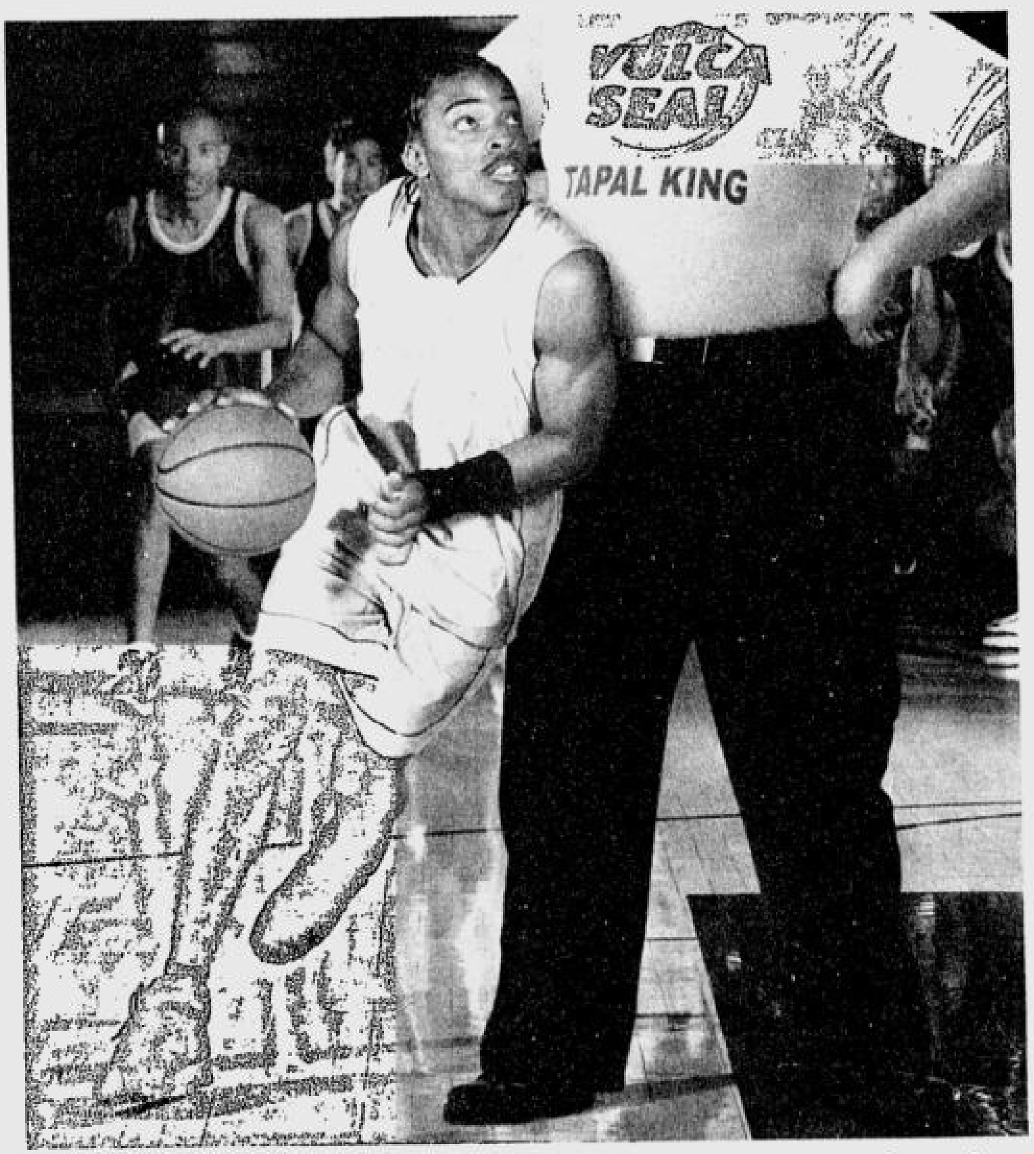

FLAWLESS DEFENSE by Tapal King, as he gets in the way of notorious cager Mar Rumi's attempt at forcing a fastbreak. Sa Super Vulcaseal, walang makakalusot.

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My cousin MiG

...that's with a capital G, like the fighter jets

By Suzette Legarda Montinola
Contributor

INQUIRER EXCLUSIVE

WHEN Mark Burnett's new reality show "Rockstar INXS" premiered on Star World, I sat riveted in front of the TV set—awed and terrified in equal parts. I had never been a reality show fan. It was fantastically surreal for me now to be watching a career that I had followed my entire life reach yet another all-time high.

I held my breath as the airplane landed at the LA airport, and then as the 15 finalists vying to be the next front man for the rock band INXS disembarked.

When Brooke Burke welcomed them to the Hollywood Hills mansion where they would spend the next three months, the one at the head of the pack was my first cousin Miguel.

Family joke

Miguel Alfonso Ramon Legarda Ayesa, now known around the world as MiG (yes, that's with a capital G at the end, like the MiG Jet Fighter) literally followed me into the world. The joke in our family goes that, just as my mom was being wheeled out of the hospital with me in her arms, his mother *Tita* Uko had gone into labor and was being wheeled in. He has always referred to me as "Older Cousin Suzie."

MiG, his brother Andrew and their parents migrated to Australia when we were 4 years old. When I look back, however, it is almost as if they never left. My *lolo*, Alejandro Roces Legarda and GG (for Glamorous Grandmother as she liked to be called) Ramona Hernandez Legarda, were staunch believers in keeping family and family ties together. Every school break found Andrew and Miguel on a Qantas plane bound for Manila.

This happened every Christmas and Easter. We played war games and card games. We took trips together, built playgrounds in the backyard and threw dirty socks at each other. We sang Christmas carols in the car, exploded firecrackers on New Year's Eve and prepared lavish programs for our elders.

First performance

MiG and I were 8 years old during our very first group performance with other cousins on our grandparents' 40th wedding anniversary. We danced to Gloria Gaynor's current hit at the time, "I Will Survive."

As we got older, the programs got more sophisticated. Favorites included "Greased Lightning," "You're The One That I Want," and "Summer Nights." MiG always played the lead role of Danny Zuko.

The rest of us never made it beyond my grandparents' patio, but MiG—it was always his passion to sing and dance. MiG always had a band. He continued to participate in school plays and musicals. For

MY COUSIN/ A2-3

THIS week's favorite on "Rockstar: INXS" is already a celebrity.

PREMIERE "Disney's Kim Possible Movie: So the Drama" is the first-ever animated Disney Channel Original Movie, based on the hit cartoon spy series created by Mark McCorkle and Bob Schooley. The full-length feature premieres tomorrow, 7:30 p.m. on The Disney Channel. The lead character Kim uses the voice of 21-year-old Christy Carlson Romano, Belle in the Broadway version of "Beauty and the Beast."

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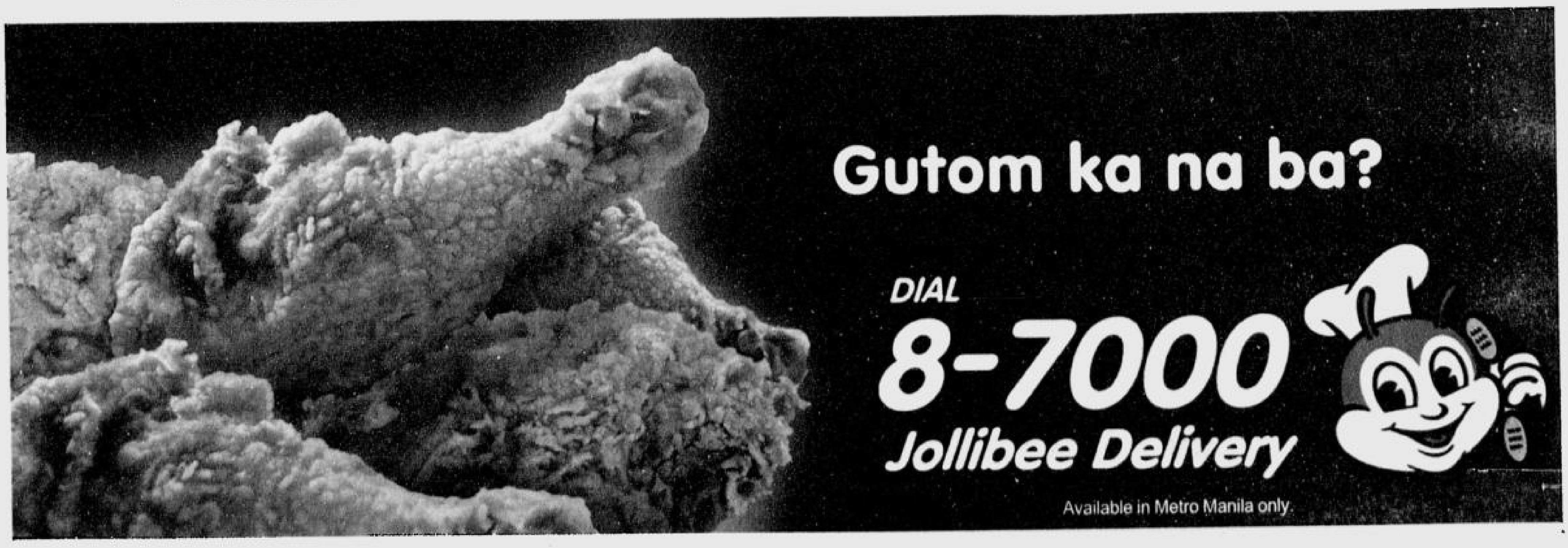
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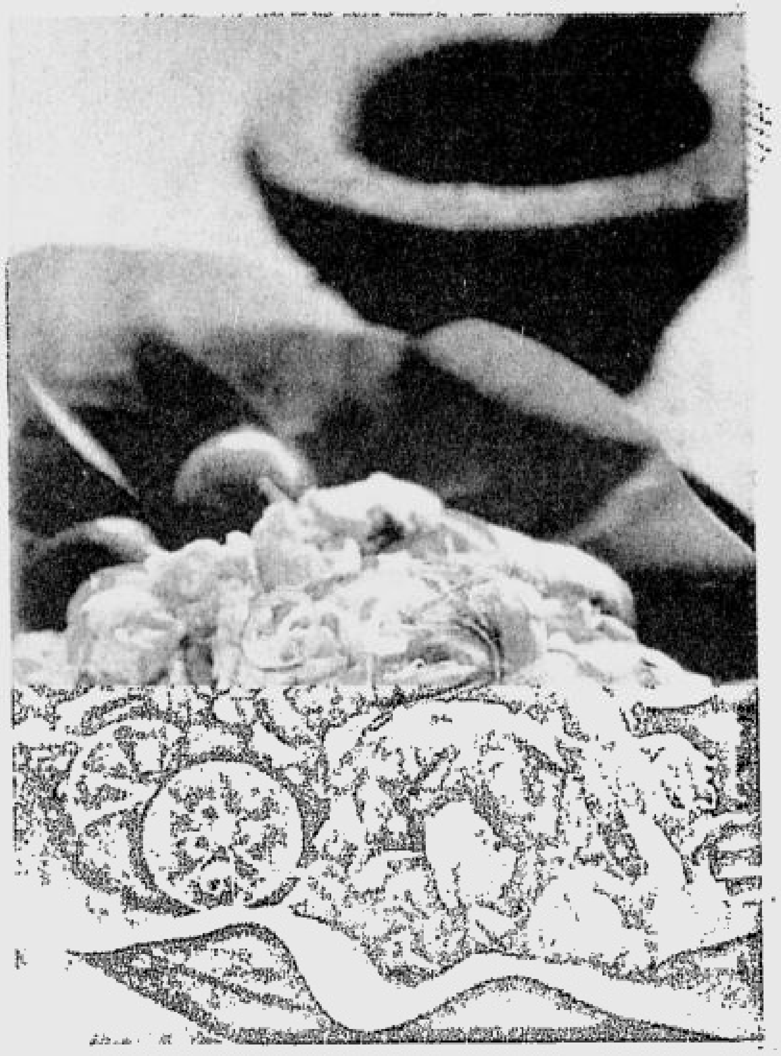


IN CELEBRATION of the National Day of Malaysia, Dusit Hotel Nikko in cooperation with Tourism Malaysia will be having a week-long promotion aptly called "Truly Asia: A Malaysia Food and Arts Festival" which will highlight the country's colorful culture through its exotic cuisine and unique showcase of Malaysian art from Aug. 24 to 31.

In Malaysia, food is not merely an excuse for a social gathering, rather it is a living testament of the country's unique fusion of cultures. Food does not only nourish, it has become a means to truly unite a diverse group of people. Indeed, Malaysia is a melting pot of cultures and cuisine and it gives Dusit Hotel Nikko great pleasure to serve the best that Malaysia has to offer and showcase the country as a gourmet paradise for local and international fare.

Food aficionados will be treated to a scrumptious buffet spread at The Café of authentic Malaysia cuisine as masterfully prepared by its guest chefs, chef Mohd Faisal and chef Baharuddin of Hotel Nikko Kuala Lumpur. Halal delicacies, Malay herbs, Indian spices, Chinese tonics and age-old recipes come together during the hotel's week-long festival to create a feast for the palates as well as the senses. Bear witness to the Teh-tarik tea-making and the Roti Canai demonstration. The visual treat, which involves an almost acrobatic-like movement of the hand and arms, is truly a sight to behold during the festival. Moreover, there will be a Batik making demonstration to provide diners with a unique yet pleasurable dining experience. As an added treat to diners, those availing themselves of the Malaysian buffet from Aug. 24 to 31 will get the chance to win two (2) roundtrip tickets to Kuala Lumpur via Malaysian Airlines, hotel accommodations at Dusit Hotel Nikko, among others during the raffle.

Discover Malaysia's diverse culture and flavors at The Café as prepared by Dusit Hotel Nikko's Malaysian guest chefs. As they say in Malaysia, "Selamat Menjamu Selera!" or Bon Apetit!

The Café is located at the ground floor of Dusit Hotel Nikko. For inquiries and reservations, please contact 867-3333 extension 3346.

Somerset participates in Ascott Group Exchange Program

AS THE ASCOTT Group continues to move towards providing stylish serviced residences, with excellent international service standards, Somerset Serviced Residences cultivate its talents through The Ascott Group Exchange Program. A six-month training program, The Ascott Group Exchange has brought Greg Robinson of Somerset Botanic Gardens in Australia to Philippine's shores. In the same way, Rocel Reyes of Somerset Salcedo, Makati will experience an immersion program in Melbourne.

As potential future leaders that may take on significant roles in the company, The Ascott Group Exchange Program trains candidates to develop skills and practices that will enable them to take on various operational functions. All of these are conducted in a foreign working environment that heightens the significance of operational functions learned and enriches the experience of the candidate through cultural immersion during their attachment.

Greg Robinson, who will be Philippine-based for the next six months, said he is delighted with the experience. It enables him to meet new people, grow as an individual and expand his horizons. "During my time with the Manila Cluster I hope I can touch and inspire all my team members to realize their own personal potential and to open their eyes to a bigger world." He recognizes the importance of being part of the program and appreciates how The Ascott Group values the career paths of their employees. As he continues his training in Manila, Greg looks forward to contributing further to the company.

August moments at City Garden Hotel Makati

THIS MONTH of August, City Garden Hotel Makati is offering its very popular special promotions for families, couples, and business executives.

For those planning on getting married or celebrating her 18th birthday, the hotel's wedding and debut packages offer a hassle-free, value for money arrangement. The packages come for as low as P59,000+ inclusive of a buffet menu for 100 persons, a cake, souvenirs, floral arrangements, and other amenities. Receptions venues may be held at its cozy, fully -equipped function rooms or at the al fresco Roofdeck, with a wonderful view of the metropolis.

For those special get-togethers, its Party Package comes for as low as P24,750+ inclusive of buffet menu or barbecue grill and discounts on drinks. And with City Garden Hotel's room offering for as low as P1,350 per person on twin-sharing basis, one can already enjoy the hotel's tastefully elegant guest rooms and facilities, inclusive of a choice of free sumptuous buffet breakfast for two or a Spa service at the hotel's Body & Face by Mendez, free use of its open-air swimming pool at the Roofdeck and its fully equipped Gym at the Penthouse. Two (2) children below 12 years of age, stay for free.

For a stress free meeting and conference, City Garden Hotel Makati's flexible meeting rooms for 10 to 120 persons, complete with conference/seminar facilities and professionally-staffed, fully-equipped Business Center will surely guarantee success. Meetings packages come for as low as P9,750+ per day inclusive of 2 snacks and lunch.

Those needing extra pampering, the Body & Face by Mendez at the hotel's Upper Penthouse level has special packages for individuals, couples or group.

For the month of August, its restaurants have prepared "Seafoods Galore", offering appetizing seafood dishes like Salmon with Tarragon, Grilled Gindara in Light Teriyaki Sauce and Lemon Chili Crusted Squid.

Anthony and Maricel's Wedding Forum at The Bellevue Hotel

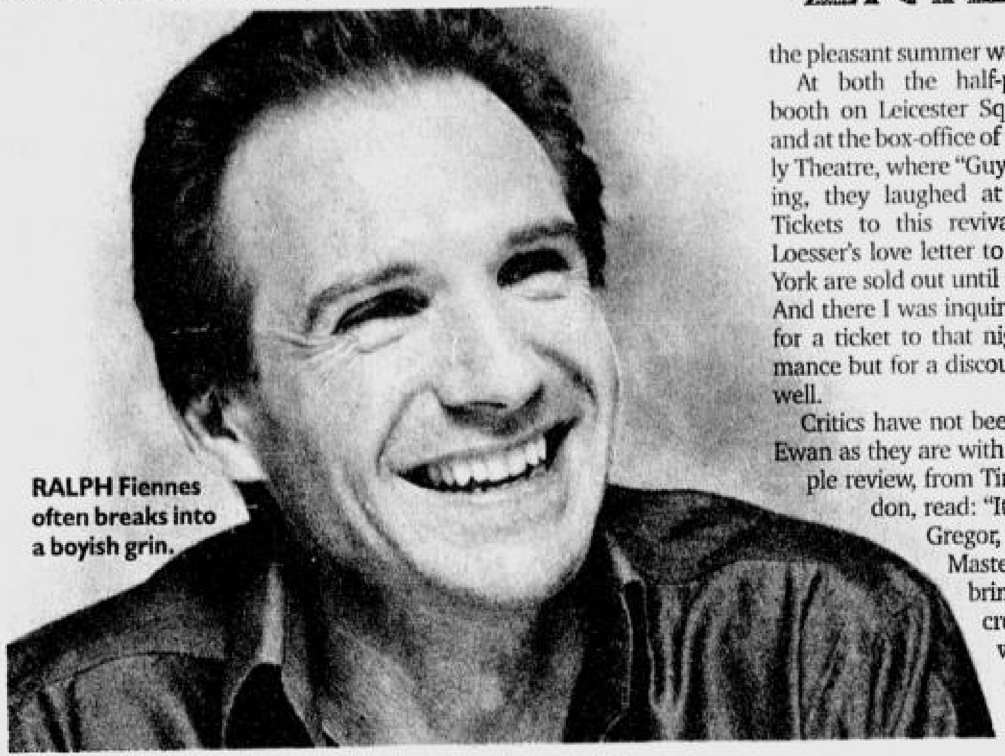
POWER couple and sought-after motivational speakers Anthony and Maricel Laxa-Pangilinan holds a wedding forum at the premier wedding venue of southern Metro Manila - The Bellevue Hotel - this Aug. 27 from 9 a.m. to 1 p.m. "Weddings at Bellevue" features an in-depth look at the things couples need to know before they say their "I dos." Topics include myths and truths about marriage, the top seven marriage imperatives, how men and women's perspectives differ and how to maximize the single life before taking the plunge.

The pre-marriage seminar fee of P200 nett per head for confirmed Bellevue bookings and P600 nett per head for non-confirmed Bellevue guests is inclusive of handouts, set lunch and giveaways. More and more affianced couples in the south have chosen The Bellevue Hotel's Grand Ballroom as the setting for their most special day of union. The Bellevue Grand Ballroom, the emerging concert and wedding venue of the south, is an elegant two-storey structure with an 800-person maximum capacity, high-tech audio-visual equipment, state-of-the-art wireless technology and highly-trained banquet staff. For inquiries, call 771-8181.

'MUY BIEN' AT THE NEW WORLD RENAISSANCE HOTEL
The New World Renaissance Hotel's bustling Coffee Shop features the well-loved cuisine of 'España' in 'Muy Bien', a Spanish Food Festival held from Aug. 15 to 31. Enjoy ambrosial Spanish cuisine' included in the Coffee Shop's lunch and dinner buffets. Sample favorite dishes such as: Sopa de Mariscos, Gambas al Ajilo, Paella Marinara, Gaspacho, assorted Tapas, special Jamon Serrano, among other "delicioso" dishes. The lunch and dinner buffet is at P865+ per person. The Coffee Shop is open daily from 6 a.m. to 12 midnight. For reservations, please call 811-6888 extension 3318.

NEW EXECUTIVE CHEF AT TAAL VISTA HOTEL

'I am Chris not Joe (as many people call me as I walk down the street), Chris Leaning'. Meet Taal Vista Hotels new executive chef. Originally from England, chef Chris Leaning has been in the industry for over 15 years working for large hotel companies in London like the Edwardian Hotels, Thistle Hotels and Global Grange Hotel and even spent some time working in the House of Lords were he often helped make delectable dishes for the Queen and the rest of the Royal family. This lovable giant of a man is married to Lydia, a Filipina from Tarlac, who brought him to the Philippines 10 years ago. 'For me being a chef is a vocation not a job;' a passion not a routine, and something I have enjoyed all my working life and will continue to enjoy for many more years to come here in the Philippines.'



RALPH Fiennes often breaks into a boyish grin.

London calls, I throw all caution

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Ruben V. Nepales

LOS ANGELES—"You are very brave."

That's what a colleague told me when I said yes, I was flying to London for two press cons despite the bomb threats hounding that city. She stayed in LA.

On the other hand, my editor e-mailed a more succinct remark when she learned that one of my interview subjects in the British capital was her "fantasy date," Ralph Fiennes. She wrote: "I am beginning to not like you."

Despite these two threats, I and other "brave" colleagues hopped on a jet bound for Heathrow. I was seated beside Ron Krueger, a veteran journalist in his 70s who writes for publications in Japan, Germany and Russia. Ron has a ready smile for everyone. Ask how he's doing and he invariably exclaims, "Fantastic!"

During the flight, Ron told me for the first time that he covered the Imeldific Manila International Film Festival in the early '80s. To this day, he said, he remained friends with a Filipino, Nestor Trinidad, whom he met during that film fest. Ron said he even returned to the Philippines to attend the burial of Nestor's mother. What a nice guy, I thought.

I had hoped to meet up with Leo Valdez but he was in Woking, almost an hour's drive from London. I should say "Leo Tavarro Valdez." That's how breathless reviews have been when mentioning him in relation to the latest stop of Cameron Mackintosh's new touring production of "Miss Saigon." Leo is apparently wowing audiences at the New Victoria Theatre.

In a review posted on bbc.co.uk, Jenny Gerrard raved: "Leo Tavarro Valdez [as] the Engineer...has an incredible stage presence and is an agile performer who can flit between comedy and fear. He has a wonderful singing voice, which particularly shines in his lower register. The song 'The American Dream' highlights that he is a show man and star."

Well! I'm very happy for Leo.

Less kind to Ewan

Since Leo was miles away, I just decided to walk to the West End from the Dorchester, where we were staying, to try and see another star, Ewan McGregor, in his brave attempt at doing musical theater via "Guys and Dolls." Walking on Piccadilly and elsewhere in London, I saw how the locals refused to be intimidated by the constant bomb threat alerts. They went about their daily business, even forming crowds in front of pubs and enjoying their beer al fresco, in the pleasant summer weather.

At both the half-price ticket booth on Leicester Square piazza and at the box-office of the Piccadilly Theatre, where "Guys" was playing, they laughed at me. Why? Tickets to this revival of Frank Loesser's love letter to 1940s New York are sold out until next month. And there I was inquiring not only for a ticket to that night's performance but for a discounted one as well.

Critics have not been as kind to Ewan as they are with Leo. A sample review, from Time Out London, read: "It's Ewan McGregor, as (Sky) Masterson, who's bringing in the crowds but his voice is thin and his voltage low." I walked all the way to the Theatre Royal Drury Lane (where "Miss Saigon" bowed with Lea Salonga and Jonathan Pryce as the Engineer) to try and see the London version of "The Producers." Since visiting the set of the film version being made in a Brooklyn studio early this year, I had wanted to see the show again.

Tickets were sold out too. Tired, I hopped on a pedicab to try my luck with Elton John's musical version of the hit movie "Billy Elliott" at not-quite-walking-distance Victory Palace Theatre. With the wind blowing in my face as the rickshaw driver pedaled his way through rush-hour London, I smiled like a contented cat and thought, this is the perfect way to see the city. It was like being a kid all over again, riding a tricycle in my hometown, Calasiao, Pangasinan.

I headed for the Victoria Palace Theatre where I was told there were no more tickets to "Billy Elliott the Musical" but that I could wait in line for return tickets.

After flying over nine hours and then immediately walking all over London, I surrendered to the idea of sitting in line (there was a bench for the first three or four in the queue). Scalpers and theater attendants came and went, offering me a ticket but at a full price. But the *kuripot* in me held out.

As I heard the overture being played inside the theater, I was finally offered a 50-pound ticket for half the price. I took it and I was ushered in the dark to a very good seat. While Time Out London says this show is rousing "enough to make the creakiest dance for joy," I thought it tries too hard to win the viewer's heart. The film version makes the transition of a miner's son into a danseur more believable.

Incidentally, Jamie Bell, who winningly played Billy Elliot in the movie, is starring in an indie film that's getting good buzz, "The Chumscrubber."

To this day, I still smile at the sight of a London intermission tradition—eating ice cream.

In the morning, we interviewed Ralph, Rachel Weisz and Brazilian director Fernando Meirelles about their very well-made movie based on John le Carre's novel, "The Constant Gardener." As we spoke to Fernando, who megged the terrific "City of God," I thought of Lino Brocka.

The adored one

Ralph, serious and brooding (nobody broods better) in movies, is surprisingly given to breaking into boyish grins. He smiled when I told him that a certain editor back home adored him. And no, he hasn't seen his brother Joseph Fiennes' movie "The Great Raid."

After a leisurely Asian-inspired lunch at the Dorchester's penthouse, we boarded a bus for a screening of yet another movie adaptation of Jane Austen's "Pride & Prejudice."

The hip Soho Hotel has a screening room, so we saw "Pride" there. Keira Knightley materialized before us after the last of the closing credits. We had our press con with her right there. Let me say for now that this latest "Pride" is an entertaining, un-stuffy version and that Keira gives a career-making performance as Elizabeth Bennet. Keira, brilliant Brenda Blethyn, and Matthew Macfadyen (um, Ralph, watch it—this guy is sure to go places with his brooding Mr. Darcy performance) joined us for cocktails in an adjoining room. I'll write about these interviews in later columns.

The next day, we were back at Heathrow for the trip back to LA. My colleagues are members of United Airlines' Star Alliance program so they went into a short line to check in. I am not yet a member of this airline rewards program so I had to wait in a long line. Ron stayed with me, keeping me entertained with his stories. All along, I wondered why was he with me in this long line when I was sure he was a Star Alliance member. Finally, I asked him. He said he wanted to keep me company.

Wednesday last week, three days after we arrived from London, I read in an e-mail that Ron passed away that morning. My shock and sorrow went beyond words. To Ron, this column is dedicated—you were fantastic!

(E-mail the columnist at rvnepales_5585@yahoo.com.)

ZSA ZSA Padilla and Kuh Ledesma

Magical music

SHOW TIME

TWO must-see shows (and hurry): "Diva to Diva" at the Captain's Bar of the Mandarin Oriental, starring—and we can't take the word lightly in their case—Kuh Ledesma and Zsa Zsa Padilla. We took a moment there, deciding which one to name first. Fortunately, having seen them onstage together more than once in the past month, we are certain that billing is never an issue with these two excellent performers.

They are at their peak as artists, commanding when necessary but, for the most part, more relaxed and engaging. Their voices are strong, rich, scintillating.

And they look stunning, too, regaling the audience as much with their singing as with their wardrobe.

Show biz scenarists should stop the search for the next Dolphy. Who else would the Comedy King's wit and flawless timing rub off on, but the person who is around him all the time? Epy? Wrong answer.

Zsa Zsa dishes out laugh lines like a dispenser once she gets started; it's hilarious. Kuh very confidently and graciously allows her co-star to shine. The evening we caught the show, she just as confidently and graciously picked Verni Varga, yet another diva in our book, from the front row and asked her to sing along.

The lineup was masterfully put together and, needless to say, we considered musical director Rey Cristobal (oh, those impeccable arrangments!) as much of a star as the ladies.

(Fridays and Saturdays the whole month of August. Showtime is 9 p.m.)

Musical magic

TWO visiting illusionists from Las Vegas strut their stuff all Fridays and Saturdays until the end of September at Club Mwah! on Boni Avenue in Mandaluyong City. OK, we should know what "sleight-of-hand" means. But watching their "Spectaculo" at close range still gave us the chills.

Outside of the movies, have you ever imagined anyone within five meters from where you are seated cutting himself in two, or producing an "offspring" from the navel?

Creative consultant Cris Nicolas wouldn't leave the tricks alone, however. He wove the acts into musical numbers that the club's Folies de Mwah! company has become famous for in under a year of operations.

In short, if the magicians don't get you, which is highly unlikely, the girl-gay revue will. But unlike "Folies" which is cut out for adults, "Spectaculo" is packaged as a treat for the whole family and is, in fact, presented as a dinner show! Call 535-7943. Dinner is at 7:30, and the magic starts at 9.

"SPECTACULO" at Club Mwah!

The truth about Love

AFTER the success of her romantic film "If Only," Jennifer Love Hewitt returns as Alice Holbrook in "The Truth About Love."

TAKE FIVE

You struggled with an accent for your new movie because the cast was all-British?

I stuck out like a sore thumb.

What kind of roles would you like to play?

"My Best Friend's Wedding," "Pretty Woman," Julia Roberts stuff. Romantic comedies. I'd love to do some action stuff as well.

You also have shorter hair for "The Truth About Love."

We wanted to do something different, it was fun.

You sang two songs in "If Only." How is your music career?

It's kind of on hold for a while. I'm trying to catch up with the other side of my life and do a bunch of acting projects. When you write your own music, you have to experience and live things in order to have things to write about. I need to live a bit.

How do you sustain the roller coaster ride when things are hot for one day?

It's not easy. There are days when I'm like, 'What am I doing to myself?' I'm really unhappy that things are not going exactly the way that I want them to. Then the next day, it completely changes—I'm singing on the balcony. The only way I can kind of make any sense of it, is to believe I'm not the only person that it happens to.

'Rockestra': When music breaks the rules

By Pocholo Concepcion
Contributor

THE NOVELTY of the whole thing may reach sublime proportions. That is, to avid fans who believe music gets more exciting if it breaks the rules.

And even if the idea of fusing rock and classical is not altogether new, the gig called "Rockestra" tonight at the Tanghalang Francisco Balagtas (the old Folk Arts Theater), CCP Complex, Manila, might be interesting enough to pull in followers of the six bands and a full orchestra on the bill: Cambio, Imago, Sandwich, Silent Sanctuary, Sugarfree and Twisted Halo will each play three of their own songs accompanied by the 45-piece Manila Symphony Orchestra (MSO).

If orchestra in this case seems dated, look again. Although it had a reputation for having been the oldest symphony orchestra in the Philippines (founded in 1928 and boasting of an illustrious roster of Filipino and foreign classical greats among its performers and conductors), the "new" MSO is said to have the youngest set of professional musicians in the country—composed mostly of 25-year-olds, plus one as young as 15.

The kids are scholars who have trained at the Philippine Research for Developing Instrumental Soloists (PREDIS) and the Manila Youth Symphony Orchestra (MYSO), founded by Maestro Basilio Manalo and Sister Mary Placid Abejo, dean of the St. Scholastica's College of Music. A number of PREDIS and MYSO alumni have qualified as members of international orchestral groups.

Famous protégé

One of Manalo's early protégés is Arturo Molina, regarded as one of the finest violinists hereabouts and currently conductor of MSO.

At the press preview for "Rockestra" held recently at the Barrion Hall of St. Scho, Molina said: "Most young people are apprehensive of listening to orchestral music. They think it's boring. But an orchestra is not really like that. A good way to find out is through this concert. If pop and rock groups tell short stories, a symphony narrates a whole book with something like five chapters."

A music professor at UP and St. Scho, Molina, 47, said he listens to rock 'n' roll once in a while. At one point, he teased: "I'm trying to turn on these kids to Led Zep, Grand Funk and Deep Purple, but I don't think they're ready yet."

If there's one guy who's been rocking at the MSO, it's got to be principal viola player Chino David. He's the one responsible for putting up the gig, having convinced friends among the featured bands to give it a try.

"*Akala ko usapang lasing lang*," said Raimund Marasigan, former Eraserheads drummer and now member of both Sandwich and Cambio. "Chino broached the idea one night over beer at Mayric's. I didn't give it much thought, but then he came up to us again later with everything on paper."

Hip-hop kid

David, who went to work by arranging the entire concert repertoire on his computer, confessed that as a youngster reared on classical, he also liked hip-hop and R&B during high school, and eventually rock in college. His being a member of Silent Sanctuary, a band that has a violin section, was instrumental in his drive to push musical boundaries.

To counter their fans' second thoughts in checking out "Rockestra," Marasigan declared: "Classical music is the rock 'n' roll of its day. Beethoven and Bach, they were the rock stars of their time."

That's my cousin MiG, the family's rock star

From page A2-1

him, what started out as simple piano lessons we were all forced to take, blossomed into a life of writing, composing, recording and performing.

In 1990, he co-wrote the song "Looks Like Love," for Martin Nievera's album, "Time." It was this song, in the original MiG recording (scratches and all) that we used as musical background for my brother Manolet's wedding video 13 years later in 2003.

MiG was already famous then. He was in the Ray Ban commercial. He had a part in the Australian TV movie "Top Secret: Mission Impossible." He constantly impressed us. We were just waiting for the rest of the world to discover him, too.

In 1991, we were 21 years old. MiG landed the role of Richie Valens in the Australian production and tour of "The Buddy Holly Story." He quit school to take the job but he said it was worth it. The part led to an offer to play the same role in the London West End Production. There, he first performed for Queen Elizabeth. I was studying in Switzerland, and MiG and I got to spend some time together in London.

"The Buddy Holly Story" is an adrenaline-filled, lively and fun show with great music, but it wasn't until MiG strutted on stage, singing his heart out, that the audience actually clambered up their chairs to dance and sing along. The energy was unbelievable. I was sure he would be a big star.

Broadway stints

MiG's career also included many parts in Broadway productions all over the world, including Angel in "Rent," Joe Vegas in "Fame" and, of course, Danny Zuko in "Grease." Mig was also a Brooklyn Vampire in "Queen of the Damned," Joe King in "The Ferals," and was beside Elle Mcpherson at the Sydney 2000 Olympics opening.

MiG last came home for a family reunion in 2001, with then girlfriend Simone de la Rue. They were married a year later and moved to London, where Mig landed the lead role of Galileo in "We Will Rock You," a West End Production featuring the music of Queen. His performance was so powerful, that Queen's original guitarist Brian May took an active interest in MiG's work. The two are now collaborating on a project using MiG's original music.

I last saw Mig and Simone in New York last October. It was a bit of a juggle with our schedules, but our grandparents always taught us there was a way to keep family together, and we had found it.

Little did we know that, six months later, he would be in the show biz capital of the world, Hollywood.

"Younger Cousin Miguel" is now one on the last eight finalists. The entire family is thrown into agony with every elimination episode. But no matter how the competition ends, trust that whenever and wherever MiG comes out to sing, his family would be dancing and rocking and cheering him on.

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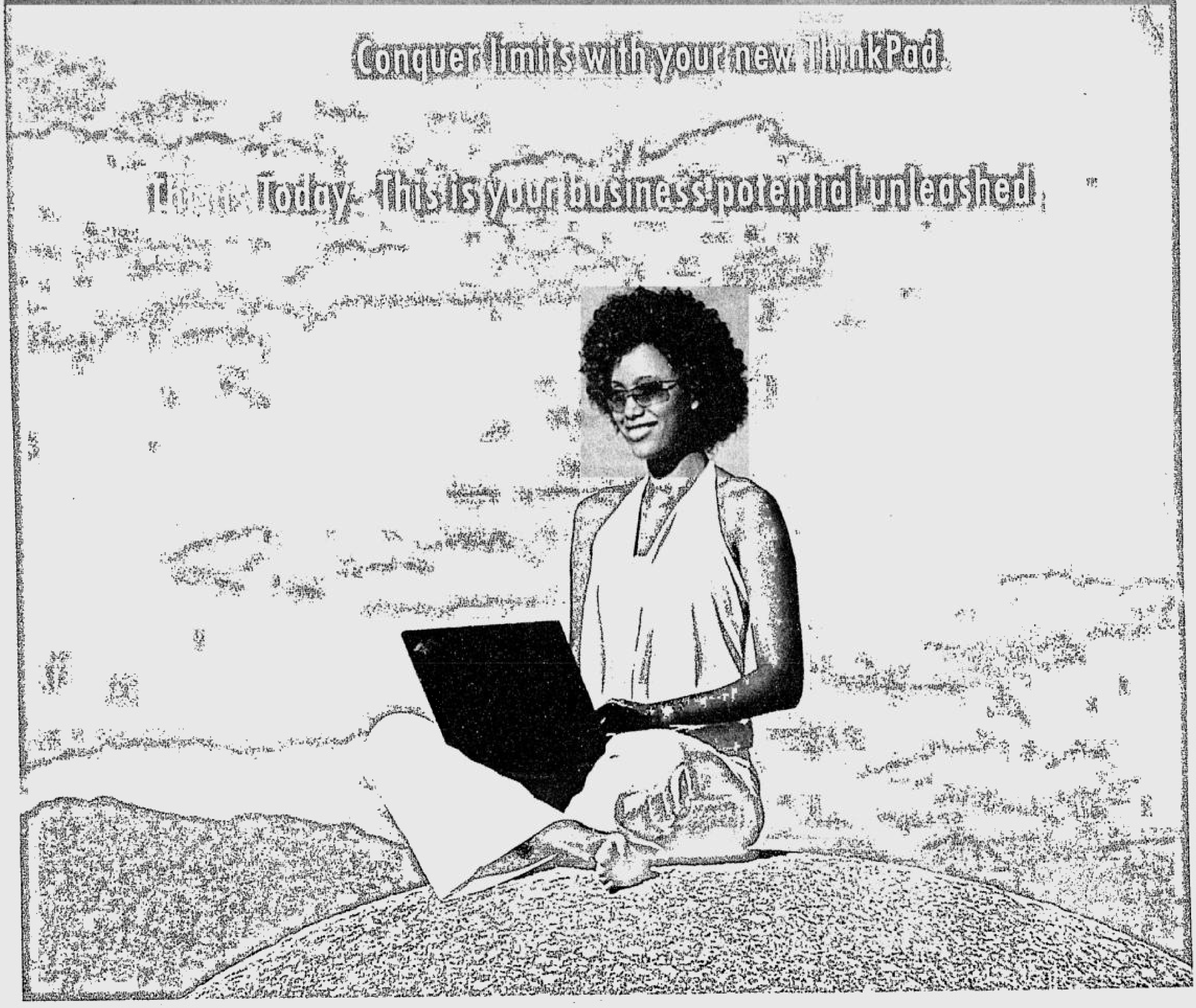
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BSP survey shows bearish outlook

FOR THE first time since the 2003 outbreak of hostilities in Iraq, the overall domestic business outlook turned bearish in the third quarter as political turbulence added to woes over soaring oil prices and the government's fiscal deficit, according to the Bangko Sentral ng Pilipinas' latest survey.

This quarter's business expectations survey (BES) showed a reversal in the overall business outlook diffusion index (DI) to a negative 10.4 percent compared to the positive 12.9 percent DI of the previous survey.

It was the first time that this key business sentiment indicator had turned negative since the first quarter of 2003, when the DI fell to -3 percent following the tension in the Persian Gulf that culminated in the US-led invasion of Iraq.

The DI refers to the percentage share of firms that answered in the affirmative, less those that answered negative in a given indicator. A negative DI indicates an unfavorable view when measuring confidence levels.

The survey was conducted from July 1 to Aug. 5. During the period, the Supreme Court issued a restraining order on the implementation of the value added tax law, casting doubts on the government's ability to settle its fiscal problems.

Also, the election-rigging scandal that rocked Malacañang reached its peak when 10 key officials quit their posts and asked President Macapagal-Arroyo to do the same. This caused the withdrawal of support by some business groups.

BSP/ B3

Tan to assume control of PNB

By Doris C. Dumlao

TOBACCO magnate Lucio Tan is set to assume control of Philippine National Bank after formally serving notice yesterday of his decision to match the P43.77 per share offered by lone challenger Union Bank of the Philippines during last week's auction.

TAIPAN Lucio Tan gets to add another feather in his cap.

Cristy Orbeta, executive vice president of Philippine Deposit Insurance Corp. and chair of the PNB privatization task force, yesterday said that the Lucio Tan group had notified the government that Unionbank's offer would be matched.

This meant that the Lucio Tan group would get the right to buy the shares, forcing Unionbank out of the game.

"We are now doing the closing procedures," Orbeta said, noting that the taipan has yet to pay for the stake in PNB.

UnionBank offered to pay P43.77 per share or P16.98 billion for the 67-percent stake in PNB, which the government and the Lucio Tan group jointly auctioned off.

At the start of last Friday's bidding, the floor price of the shares was pegged at P43 per share, or P16 billion.

Since Tan already owned half of the PNB stake that was auctioned off, the taipan would only have to pay for the government's portion of the stake worth P8.14 billion.

Of the total proceeds, the national government will get P1.98 billion while P6.16 billion will go to the PDIC.

The PDIC, which owns about 140.8 million preferred shares of the government block, took charge of the bidding and negotiation committee for PNB. Tan was given 15 days from last Friday's auction to match Unionbank's bid.

Tan's decision to match Unionbank's offer did not come as a surprise. The taipan is not expected to let go of PNB, given his cash resources and the bank's strength in the mass market, as well as the overseas workers remittance market.

"It is a jewel of an acquisition," said

TAN/ B5

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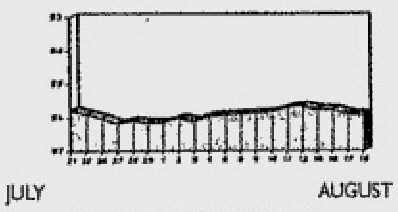


PESO-DOLLAR RATE

P 55.930 = $ 1

As of 5 p.m., Aug. 18, 2005

¥ 110.15 = $ 1

As of 5 p.m., Aug. 18, 2005

STOCK MARKET

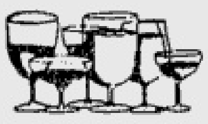
Stocks fall 0.3% on oil prices

STOCKS yesterday fell for the fourth straight session amid concern over high oil prices and their impact on the economy and the corporate outlook.

The uncertain fate of the expanded value added tax law, which was suspended last

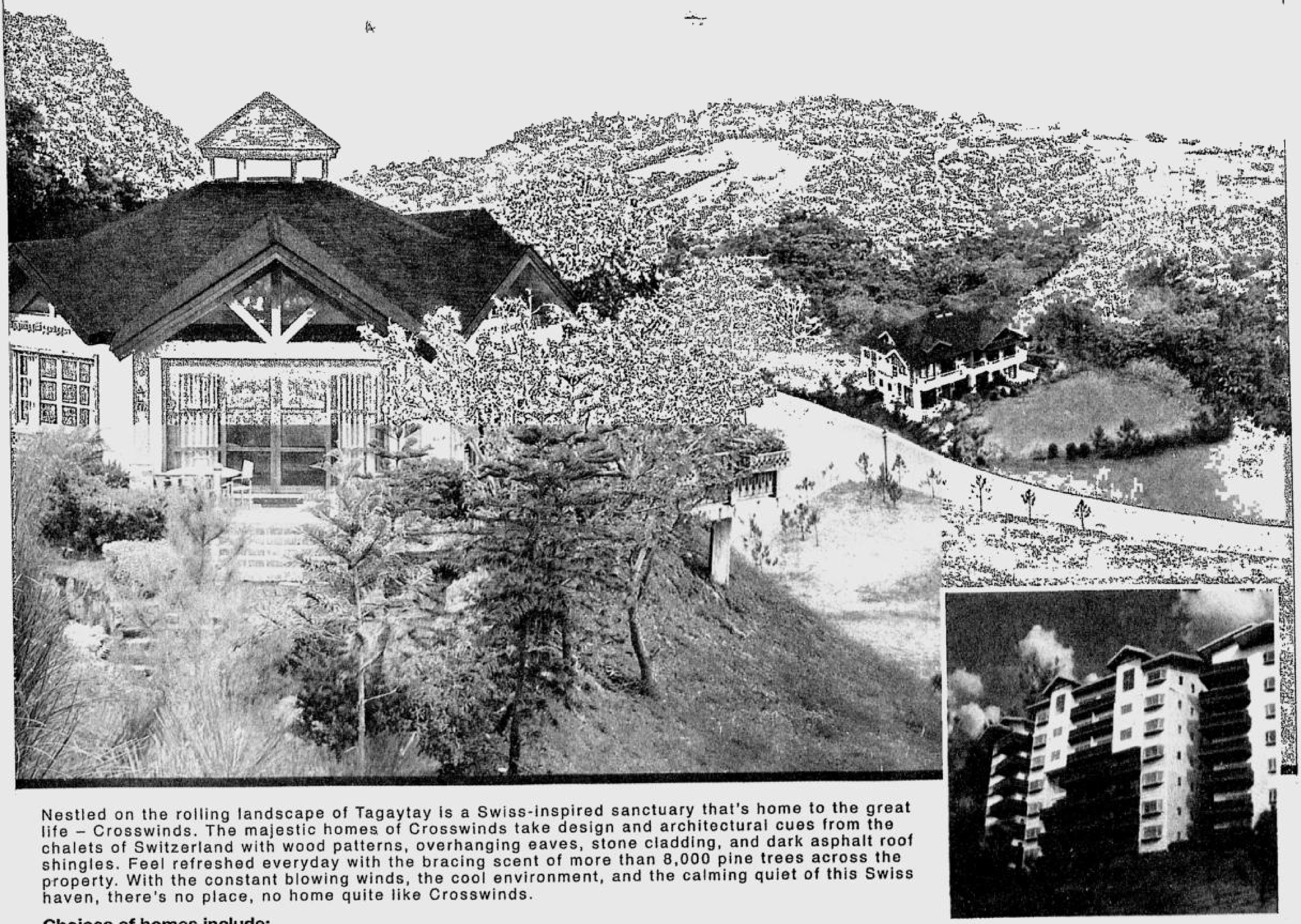
STOCKS/ B3

WHAT'S INSIDE



Opus Dei victims /B3
LBP to secure $50-M fund from WB /B2
Gov't seen revising economic targets /B2

Nestled In Scenic Tagaytay:
A Swiss Sanctuary



Nestled on the rolling landscape of Tagaytay is a Swiss-inspired sanctuary that's home to the great life – Crosswinds. The majestic homes of Crosswinds take design and architectural cues from the chalets of Switzerland with wood patterns, overhanging eaves, stone cladding, and dark asphalt roof shingles. Feel refreshed everyday with the bracing scent of more than 8,000 pine trees across the property. With the constant blowing winds, the cool environment, and the calming quiet of this Swiss haven, there's no place, no home quite like Crosswinds.

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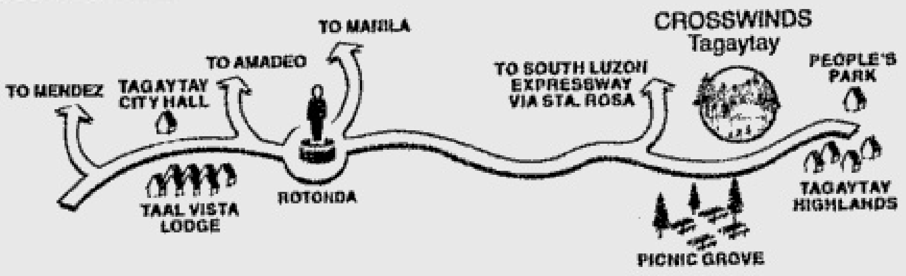

PHILIPPINE STOCK EXCHANGE

(As of August 18, 2005)

STOCKS	OPEN	HIGH	LOW	CLOSE	VOLUME
BANKS & FINANCIAL SERVICES					
BANKS					
Asiatrust Dev. Bank Inc.	4.05	4.1	4.05	4.1	5,000
Banco de Oro Univ. Bank	33.5	33.5	33	33.5	306,300
Bank of the Phil. Islands	51.5	52	51	51.5	260,000
China Banking Corp.	800	840	800	840	210
Citystate Savings Bank	17.5	17.5	17.5	17.5	500
Export and Ind. Bank Inc	0.67	0.68	0.67	0.67	2,700,000
Equitable PCI Bank Inc.	51.5	52	51.5	51.5	124,300
International Exch. Bank	19	19	19	19	22,500
Metropolitan Bank & Trust	28	28	27.5	28	808,300
Philippine National Bank	40	40	39.5	39.5	10,200
Phil. Savings Bank	33	33	33	33	9,700
Rizal Comm. Banking Corp.	14.5	14.5	14.25	14.25	78,700
Security Bank Corp.	32	32	32	32	5,000
Union Bank of the Phil.	30	31.5	30	31.5	2,000
FINANCIAL SERVICES					
Manulife Financial Corp.	2770	2770	2770	2770	50
Sun Life Financial Inc.	2000	2020	2000	2020	1,090
COMMERCIAL & INDUSTRIAL					
COMMUNICATION					
Digital Telecom Phils Inc.	1.02	1.04	1.02	1.04	2,451,000
Globe Telecom Inc.	775	775	750	750	46,540
ISM Communications Corp.	0.05	0.0525	0.05	0.0525	800,000
Manila Bulletin Pub. Corp.	1.8	1.8	1.8	1.8	14,000
Pilipino Tel. Corp	3.15	3.15	3.15	3.15	1,693,000
Phil. Long Dis Tel Co.	1620	1630	1620	1625	102,530
Ivantage Corp.	0.61	0.62	0.61	0.62	4,590,000
Philweb Corp.	0.017	0.017	0.017	0.017	2,000,000
POWER, ENERGY & OTHER UTILITIES					
Manila Electric Co. A	15	15	14.75	14.75	19,800
Manila Electric Co. B	24.5	24.5	24.25	24.25	11,700
Manila Water Co. Inc.	6.6	6.6	6.6	6.6	316,000
Petron Corp.	3.3	3.3	3.25	3.3	1,869,000
Trans-Asia Oil and Energy	1.2	1.2	1.2	1.2	60,000
TRANSPORTATION SERVICES					
Int'l Container Term'l Sv	8.1	8.2	8.1	8.2	368,000
Keppel Phils. Marine Inc.	0.6	0.6	0.6	0.6	30,000
CONSTRUCTION & OTHER RELATED PRODUCTS					
Engineering Equip. Inc	0.49	0.5	0.49	0.5	380,000
Holcim Philippines Inc.	3.1	3.25	3.1	3.1	95,000
Republic Cement Corp.	0.63	0.63	0.63	0.63	10,000
FOOD, BEVERAGES & TOBACCO					
Alaska Milk Corp.	3.6	3.6	3.6	3.6	70,000
Ginebra San Miguel Inc.	30.5	30.5	30	30	15,000
Jollibee Foods Corp.	32	32	32	32	228,200
San Miguel Corp. A	68.5	69	68.5	69	396,100
San Miguel Corp. B	98.5	99	98	98.5	108,400
Universal Robina Corp.	17	17	16.75	16.75	12,000
Vitarich Corp.	0.26	0.26	0.25	0.25	500,000
HOLDING FIRMS					
Abacus Con Res & Hdg A	0.008	0.008	0.008	0.008	1,000,000
Ayala Corp.	312.5	312.5	312.5	312.5	28,880
Alsons Cons. Res., Inc.	0.58	0.58	0.58	0.58	50,000
Aboitiz Equity Ventures	4.95	5.1	4.95	5	387,000
Alliance Global Group Inc.	9.9	9.9	9.9	9.9	4,000
Ajo.Net Holdings Inc.	0.025	0.025	0.025	0.025	3,500,000
A. Soriano Corp.	2.1	2.1	2.1	2.1	1,023,000
Alcorn Gold Res. Corp.	0.008	0.008	0.0075	0.0075	30,000,000
Anglo Phil Holdings Corp.	0.66	0.68	0.66	0.67	1,700,000
Bacnotan Cons Indus Inc.	10	10	10	10	39,000
Benpres Holdings Corp.	1.14	1.14	1.14	1.14	155,000
Basic Consolidated Inc.	0.225	0.225	0.225	0.225	700,000
CADP Group Corp.	0.86	0.86	0.86	0.86	50,000
Crown Equities Inc.	0.21	0.215	0.21	0.21	400,000
Southeast Asian Cement	0.26	0.27	0.26	0.26	1,970,000
DMCI Holdings Inc.	3.05	3.1	3	3.1	1,718,000
Filinvest Dev. Corp.	1.12	1.12	1.1	1.1	105,000
Fil-Hispano Holdings Corp.	7.8	7.9	7.8	7.9	544,000
First Phil Hldgs Corp.	44.5	45	44.5	44.5	282,300
J.G. Summit Holdings Inc.	3.4	3.45	3.4	3.4	2,363,000
Macroasia Corp.	1.78	1.78	1.74	1.74	22,000
Megaworld Corp.	1.4	1.4	1.38	1.38	565,000
Metro Pacific Corp.	0.34	0.35	0.34	0.34	1,560,000
Prime Orion Phils. Inc.	0.225	0.23	0.225	0.23	2,910,000
Prime Media Holdings Inc.	1.02	1.02	1	1	20,000
Roxas Holdings Inc.	1	1	1	1	13,000
Solid Group Inc.	0.56	0.56	0.56	0.56	100,000
SM Investments Corp.	224	224	222	224	167,490
Uniwide Holdings Inc.	0.165	0.165	0.165	0.165	100,000
Wellex Industries Inc.	0.145	0.145	0.145	0.145	30,000
MANUFACTURING, DISTRIBUTION & TRADING					
Corro-Coat, Inc.	1.04	1.04	1.04	1.04	6,000
Euro-Med Lab. Phil. Inc.	2.1	2.1	2.1	2.1	13,000
Picop Resources Inc.	0.0875	0.0875	0.0875	0.0875	100,000
HOTEL, RECREATION & OTHER SERVICES					
Belle Corp.	0.95	0.95	0.93	0.93	4,800,000
Fairmont Holdings Inc.	0.78	0.78	0.77	0.77	90,000
Leisure & Resorts Corp.	1.4	1.44	1.4	1.42	844,000
Premiere Ent. Prod. Inc.	0.31	0.31	0.31	0.31	1,150,000
BONDS, PREFERRED & WARRANTS					
ABS-CBN Hldgs. Corp.(Pdr)	13.5	13.75	13.5	13.75	85,000
PLDT (10% Pref) Series X	10.5	10.5	10.5	10.5	100
OTHERS					
Centro Escolar University	7.4	7.4	7.4	7.4	6,000
PROPERTY					
Ayala Land Inc.	8.3	8.4	8.3	8.3	4,242,000
Cityland Development Corp.	1.6	1.6	1.6	1.6	84,000
Cebu Holdings Inc.	0.93	0.94	0.93	0.94	220,000
C&P Homes Inc.	0.24	0.24	0.24	0.24	50,000
Cyber Bay Corp.	0.3	0.3	0.29	0.29	4,740,000
Empire East Land Inc.	0.36	0.36	0.36	0.36	4,560,000
Filinvest Land, Inc.	1.4	1.4	1.34	1.36	15,010,000
Kuok Phil. Properties	0.2	0.21	0.2	0.21	780,000
Robinsons Land Corp.	4.2	4.2	4.2	4.2	50,000
Phil Realty and Holdings	0.18	0.19	0.18	0.19	1,020,000
SM Prime Holdings Inc.	7.3	7.4	7.3	7.3	1,321,000
MINING					
Abra Mining & Industrial	0.0075	0.0075	0.0075	0.0075	146,000,000
Atlas Cons. Min & Dev't	5.6	5.7	5.4	5.7	1,334,000
Benguet Corp. A	7.8	8	7.8	8	58,000
Dizon Copper Silver Mines	2	2.12	2	2.1	155,000
Lepanto Cons Mng. Co. A	0.32	0.32	0.32	0.32	3,200,000
Lepanto Cons. Mng. Co B	0.33	0.34	0.33	0.34	850,000
Manila Mining Corp. A	0.016	0.016	0.016	0.016	3,000,000
Manila Mining Corp. B	0.021	0.021	0.021	0.021	2,000,000
Omico Corp.	0.006	0.006	0.006	0.006	12,000,000
Philex Mining Corp. A	0.81	0.82	0.8	0.8	1,650,000
Philex Mining Corp. B	0.92	0.95	0.92	0.93	3,830,000
Semirara Mining Corp.	28	28	27	27	991,600
United Paragon Mining Co.	0.27	0.29	0.27	0.28	920,000
OIL					
Oriental Pet. & Min. A	0.0075	0.0075	0.0075	0.0075	58,000,000
Oriental Pet. & Min. B	0.008	0.008	0.008	0.008	45,000,000
Petroenergy Res. Corp.	3.6	3.6	3.6	3.6	102,000
Sinophil Corp.	0.14	0.14	0.135	0.135	440,000
Vulcan Ind'l	0.35	0.35	0.35	0.35	100,000

CURRENCIES

August 18, 2005 Country	Unit	Euro Equivalent	Dollar Equivalent	Peso Equivalent
United States	Dollar	0.814863	1.000000	55.8470
Japan	Yen	0.007411	0.009095	0.5079
United Kingdom	Pound	1.472295	1.805800	100.9044
Hong Kong	Dollar	0.104858	0.128682	7.1790
Switzerland	Franc	0.645743	0.792456	44.2563
Canada	Dollar	0.671941	0.824606	46.0518
Singapore	Dollar	0.490025	0.601359	33.5841
Australia	Dollar	0.621890	0.763184	42.6215
Bahrain	Dinar*	2.161556	2.652661	148.1432
Saudi Arabia	Rial	0.217291	0.266660	14.8922
Brunei	Dollar	0.488556	0.599556	33.4834
Indonesia	Rupiah	0.000082	0.000101	0.0056
Thailand	Baht	0.019754	0.024242	1.3538
UAE	Dirham	0.221864	0.272272	15.2056
Euro	Euro	1.000000	1.227200	68.5354
Argentina	Peso	0.281726	0.345722	19.3075
Brazil	Real	0.346308	0.424989	23.7344
Denmark	Kroner	0.134123	0.164596	9.1922
India	Rupee	0.018745	0.023004	1.2847
Malaysia	Ringgit	0.216316	0.265463	14.8253
Mexico	New Peso	0.076661	0.09078	5.2540
New Zealand	Dollar	0.572758	0.702889	39.2548
Norway	Kroner	0.126041	0.154677	8.6382
Pakistan	Rupee	0.013668	0.016773	0.9367
South Africa	Rand	0.126041	0.155214	8.6382
Korea	Won	0.000800	0.000982	0.0548
Sweden	Kroner	0.107240	0.131605	7.3497
Syria	Pound	0.015698	0.019264	1.0758
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Poor to pay P11.18/month more with VAT, study says

By Michelle V. Remo

POOR families will initially spend an additional P11.18 a month for their basic needs with the implementation of the expanded value-added tax law, according to a study by the University of Asia and the Pacific.

UA&P economist Victor Abola said in a research paper that poor families, with a monthly income of about P5,000, will spend a maximum of P11.18 more a month with the first phase of the law's implementation.

The first phase includes the lifting of VAT exemptions on oil and electricity.

The second phase, scheduled for implementation in January next year, entails the raising of the VAT rate from 10 to 12 percent.

With the raising of the VAT rate to 12 percent, poor families were estimated to spend an additional P60.26 a month.

"People have been mouthing false figures (on the economic impact of the VAT). But the effect of the law's implementation is not as bad as what the public thinks," Abola said.

The economist agrees with the pronouncements by the Department of Finance that deferring the implementation of the VAT law, considered a key measure to solve the country's lingering fiscal problem, would do more harm than good.

Malacañang has been asked to prolong the suspension of the VAT to avoid aggravating the problem on surging oil prices.

LBP to secure $50-M credit line from WB

By Doris C. Dumlao

THE STATE-RUN Land Bank of the Philippines is looking to secure a new $50-million credit facility from the World Bank for microfinance.

The facility will replace the countryside loan fund program scheduled to close by December next year.

Landbank vice president Titos Castro said in a recent briefing that the WB—which had funded three tranches of CLF programs now totaling $450 million—was keen on supporting a new microfinance lending project that would have a direct impact on poverty alleviation.

The new micro-lending program being developed with the World Bank will be implemented over a five-year period, allowing small and micro-enterprises to avail themselves of 15-20-year loans.

Landbank recognizes microenterprises and small and medium enterprises as the lifeblood of the economy, creating job opportunities for the poor and semi-skilled workers.

Gilda Pico, Landbank officer-in-charge, said the bank had recently opened a new microfinance window to boost lending to the low-income segment.

An initial budget of P300 million was set aside from internally generated funds.

"If there's demand for more, then we can increase our budget," she said.

Microfinance loans range from a low of P6,000 to a high of P150,000.

In the past, she noted that Landbank's microfinance lending was only being coursed through a subsidiary.

The opening of a direct lending window will thus allow the bank to offer two types of microfinance lending facilities, she added.

Body . . .

From page B1

"Respondents cited that the biggest risks which could hamper business expansion ... are political uncertainty, continued rise in oil prices and the fiscal deficit," BSP Deputy Governor Diwa Guinigundo said.

But Guinigundo noted that the respondents, consisting of 893 enterprises across the country, were optimistic that business conditions would improve by the fourth quarter as indicated by a positive DI of 18.1 percent.

Industry recorded the least bearish outlook in the third quarter, posting the highest index among the sectors at -2.7 percent, compared to those of services (-13.8 percent), construction (-40.9 percent), and trade (-13.9 percent).

Doris C. Dumlao

Stocks

From page B1

month by the Supreme Court, also put pressure on the market, traders said.

The law is an integral part of the government's fiscal reform program.

The benchmark 30-company Philippine Stock Exchange Index dropped 5.98 points, or 0.3 percent, to 1,979.12 after shedding 0.4 percent Wednesday. The index has lost 2.9 percent since Monday.

Decliners led gainers 38 to 26, while 46 stocks were unchanged.

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Investments of Variable Life Insurance Contracts	Current Week August 16, 2005	Last Week August 09, 2005
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Managed Fund - Peso	1.37637	1.37318
Growth Fund - Peso	1.04133	1.03515
Bond Fund - US Dollar	1.1286	1.1185

* Note: These investments of variable life insurance contracts are not mutual funds. Life insurance products are regulated by the Insurance Commission

INSULAR LIFE UNIT PRICES (in Php)

Investment Funds of Wealth Builder	August 15, 2005	August 8, 2005
Fixed Income Fund	1.045070	1.043005
Balanced Fund	1.038510	1.031071
Equity Fund	1.023760	1.003120

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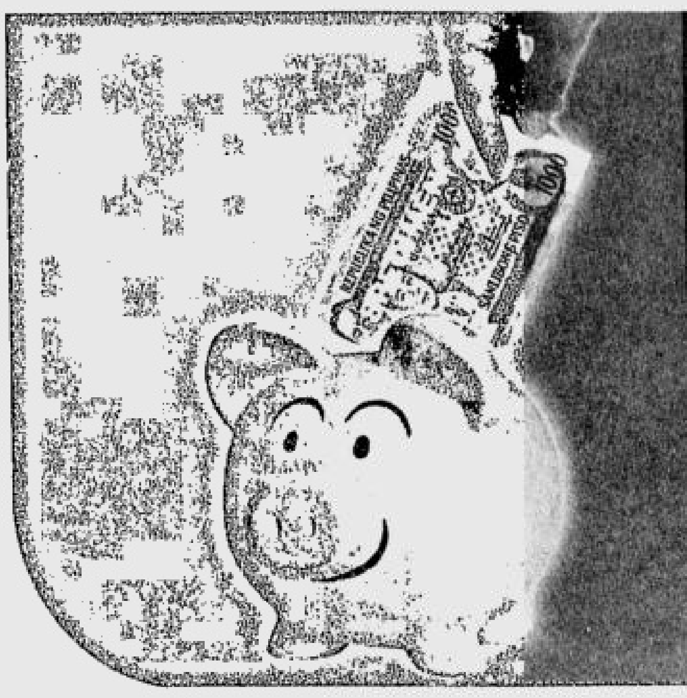

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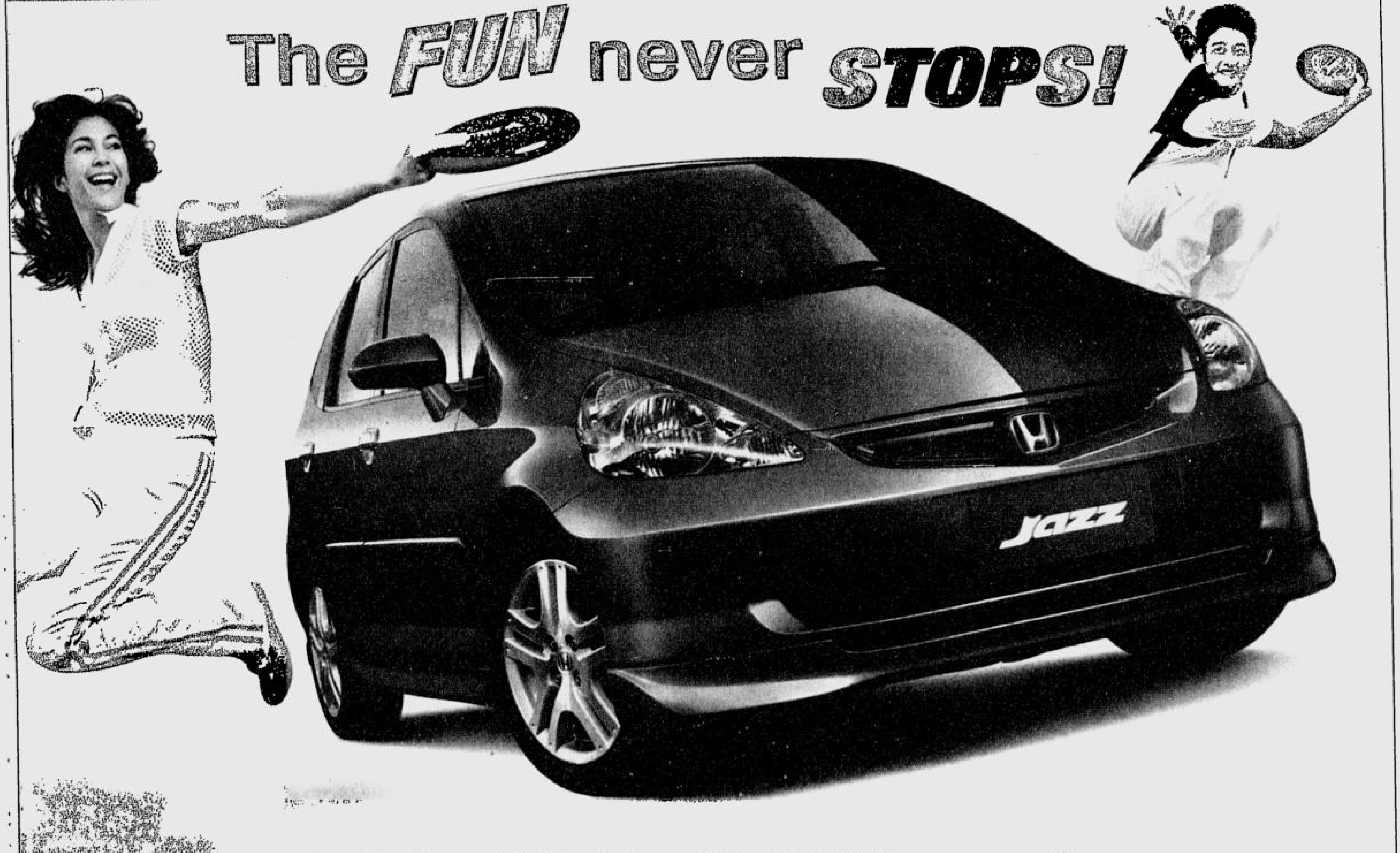

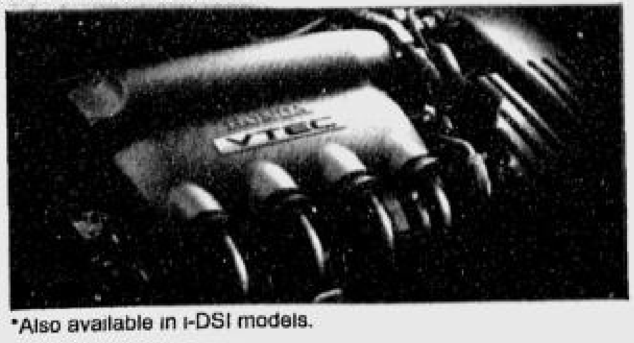

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A big fight looms

By Ernesto M. Ordoñez

COMMENTARY

LAST Aug. 15, a position was formulated by leaders of an agri-fishery coalition of 39 federations and organizations:

"The Alyansa Agricultura asks that the government immediately request a reconsideration of the recent Supreme Court decisions on Southern Cross Cement Corp. and Filipino Metals Corp.

We have suffered the worst kind of neglect through the lack of the usual agriculture infrastructure that should be provided our sector, given today's extremely difficult global situation. Instead, we have faced smuggling, high production costs, lack of irrigation, lack of credit, and debilitating import surge arising from rapid and unilateral tariff reduction. What may be the final nails to the coffin are the latest decisions of the Supreme Court on the petitions filed by Southern Cross Cement and Filipino Metals."

Background

Today, the agriculture and agriculture-related sectors employ 67 percent of our workforce. When there is unfair trade, we have to compete against importers on a very uneven playing field.

Three laws serve as safety nets against unfair trade: The Anti Dumping Law, the Countervailing Duties Law and the Safeguard Measures Act.

"Of these, only the SMA is practical enough to be used in combating unfair trade," says lawyer Maria Lourdes Sereno, a former counselor of the World Trade Organization Appellate Body. "It is no wonder that so far, no one has availed himself of the other two laws."

However, with the recent Supreme Court decisions, even the SMA is in jeopardy.

The July 15 decision on Filipino Metals imposes an injunction on the SMA implementation. Local industries and agricultural producers that have been granted safeguards can no longer rely on them. This is because the Bureau of Customs is restrained from collecting the safeguard tariffs. While this injunction is effective, no new safeguard application can be processed. Unless the Supreme Court reverses its ruling, the SMA is dead. We will have no remedy against import surges.

In the meantime, importers will demand the return of all the safeguard duty collections on agricultural and industrial imports. It will be ironic that the very importers who have caused damage to our agriculture and industry will be refunded the P1.7 billion in safeguard duties that should instead be spent in building our economy.

Safeguard matters

In the case of Southern Cross, the Supreme Court ruled that the trade secretary or the agriculture secretary, despite being the alter ego of the President, cannot go against the recommendations of the Tariff Commission.

However, five of the Supreme Court Justices, including Chief Justice Hilario Davide, disagreed. The dissent, penned by Justice Artemio Panganiban, opined that the President and his alter egos, the trade and agriculture secretaries, could not be bound by the findings of a lower, recommendatory body like the Tariff Commission.

This is dangerous for agriculture. Because it does not vest the final decision on the DA which knows the complexities of agriculture, but on the TC, serious mistakes and misinterpretations may be made that may jeopardize countless farmers and fisherfolk.

According to then Trade Secretary Mar Roxas, this happened in the Southern Cross case. A document submitted by the DTI, which studied this case for 10 months (as compared to the TC's five-month study), said the TC used a "flawed framework," "inconsistent inferences " and "erroneous methodology."

As chair of the committee that formulated the SMA's implementing rules and regulations when I was trade undersecretary, I can cite specific TC misapplications of these IRRs. An example is the use of operational income rather than net income to judge a firm's profitability.

Necessary action

Getting reconsideration of the two court decisions will be a big fight. Not so much because Supreme Court decisions are being questioned, but more because no reconsideration will make us the only country in the world without any ef-

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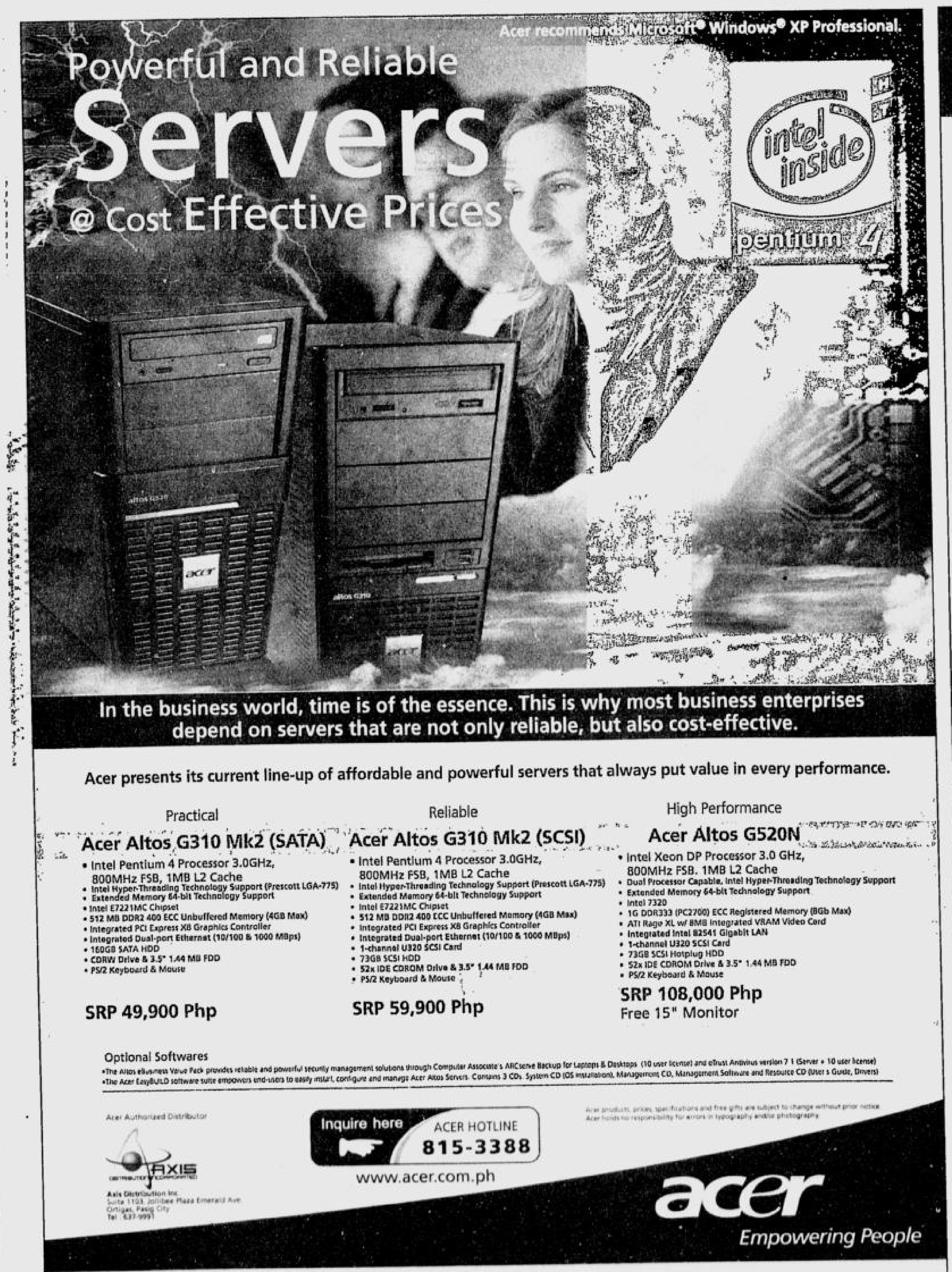
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- Intel Hyper-Threading Technology Support (Prescott LGA-775)
- Extended Memory 64-bit Technology Support
- Intel E7221MC Chipset
- 512 MB DDR2 400 ECC Unbuffered Memory (4GB Max)
- Integrated PCI Express X8 Graphics Controller
- Integrated Dual-port Ethernet (10/100 & 1000 MBps)
- 160GB SATA HDD
- CDRW Drive & 3.5" 1.44 MB FDD
- PS/2 Keyboard & Mouse

SRP 49,900 Php

Reliable
Acer Altos G310 Mk2 (SCSI)
- Intel Pentium 4 Processor 3.0GHz, 800MHz FSB, 1MB L2 Cache
- Intel Hyper-Threading Technology Support (Prescott LGA-775)
- Extended Memory 64-bit Technology Support
- Intel E7221MC Chipset
- 512 MB DDR2 400 ECC Unbuffered Memory (4GB Max)
- Integrated PCI Express X8 Graphics Controller
- Integrated Dual-port Ethernet (10/100 & 1000 MBps)
- 1-channel U320 SCSI Card
- 73GB SCSI HDD
- 52x IDE CDROM Drive & 3.5" 1.44 MB FDD
- PS/2 Keyboard & Mouse

SRP 59,900 Php

High Performance
Acer Altos G520N
- Intel Xeon DP Processor 3.0 GHz, 800MHz FSB, 1MB L2 Cache
- Dual Processor Capable, Intel Hyper-Threading Technology Support
- Extended Memory 64-bit Technology Support
- Intel 7320
- 1G DDR333 (PC2700) ECC Registered Memory (8Gb Max)
- ATI Rage XL w/ 8MB Integrated VRAM Video Card
- Integrated Intel 82541 Gigabit LAN
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- PS/2 Keyboard & Mouse

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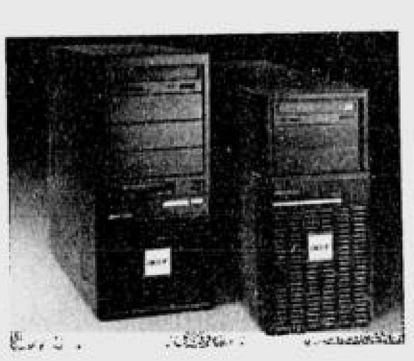
Acer Offers Powerful Altos Servers At A More Cost-Effective Price Range


Nowadays, companies rely heavily on servers to achieve optimum productivity in the workplace. Thus, reliability, quality, product efficiency and effectiveness at a very competitive price are the requirements that business enterprises look for with regards to servers. Realizing these needs, Acer, one of the world's leading computer brands introduces its current line-up of Altos Servers that guarantee to provide inexpensive, practical, reliable, and high performance office computer experience, all the time.

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All using Extended Memory 64-bit Technology or EM64T support, **Altos G310Mk2** server carry 512MB DDR2 400 ECC unbuffered memory (max. of 4GB) with Intel E7221 MC chipset, **Altos G520N** possessing a 1GB DDR333 (PC2700), ECC registered memory (max. of 8GB) with Intel 7320 chipset.

For as low as P49,900 (SRP), the **Altos G310 Mk2 (SATA)** already offers the latest generation of high-speed storage, serial-ATA HDD with a space of 160GB equipped with software SATA RAID support, integrated PCI Express X8 graphics controller and Dual Port Ethernet (10/100 & 1000 MBps), 1.44 MB FDD and a CDR/W drive.

At a very practical price of P59,900 (SRP), the **Altos G310 Mk2 (SCSI)** proposes an almost identical feature with its own integrated PCI Express X8 graphics controller and Dual Port Ethernet (10/100 & 1000 MBps), it varied in a 1-channel U320 SCSI card combined with 73GB of SCSI HDD. A standard Intel Hyper-Threading Technology support (Prescott LGA-755), 52x IDE CD-ROM drive and 3.5" 1.44 MB FDD complete the package.

For those who require a powerful and high performing server, the new **Altos G520N** uses a dual processor-capable with Intel Hyper-Threading Technology support. Easy to manage SCSI Hot Plug HDD with 73 GB of space, 1-channel U320 SCSI card, ATI Rage XL (with 8MB integrated VRAM video card) and Integrated Intel 82451 Gigabit LAN. Also includes a 3.5" 1.44 MB FDD, 52x IDE CDROM drive and a FREE 15" monitor complete the package. The SRP for the Altos G520N is worth P108,000.

For more information about Acer's latest server offerings, call the Acer Hotline at 815-3388 or Axis Distribution, Inc at 637-9991 to 95. Also visit the Acer website at www.acer.com.ph.

Hurry! Promo is extended up to August 31, 2005 only.

Opus Dei victims

THE OPUS Dei victims in the investment house CIPI debacle have yet to recover their lost fortunes, and now comes another alleged corporate chicanery involving yet again another Opus Dei-dominated money machine.

Insurance company Nicphil last week filed multiple charges of estafa against its dismissed president/CEO, Emmanuel Ticzon, after the latter failed to return more than P56 million he allegedly illegally withdrew over a span of four years.

Ticzon, an Opus Dei supernumerary like Nicphil chair Vicente Mills, claims that the P56 million he wired into an overseas bank account was above board and part of his executive compensation package.

Ticzon, who is seen regularly visiting the 24-hour adoration room at the Forbes Park church, also claims that the questioned remittances to his and his wife's Royal Bank of Scotland's NatWest account had all been approved and processed by Nicphil treasurer and fellow Opus Dei member Roberto Jose Castillo.

Castillo, on the other hand, claims that he and the vice president for finance, Rolando Mariano, were too terrified to question their then president/CEO about the off-book transactions.

"Not one among Nicphil's employees dared question Mr. Ticzon on these anomalous transactions on account of his volatile temper and penchant to shout and embarrass people in public," Castillo said in a sworn statement.

"Besides, no one among them knew that Mr. Ticzon was acting without the imprimatur of the board of directors."

Because of the alleged secret siphoning off of company funds, Nicphil temporarily stopped operations and has been placed by the Securities and Exchange Commission under a conservator.

In the meantime, Ticzon, who owns enough shares to elect himself and his wife Maria Victoria to the eight-member Nicphil board, offered to buy out his fellow shareholders, but the offer was rebuffed.

The boardroom shakeup also resulted in another Nicphil director, former San Miguel president Francisco Eizmendi Jr., cutting short his term. He was replaced by Cesar Virtusio.

Proton stalls in Pangasinan

LIKE the Malaysian car venture, the multibillion-peso claims filed by bank creditors of the bankrupt Proton Group in the aftermath of the regional currency crisis have been stalled in the Alaminos (Pangasinan) Regional Trial Court.

HSBC, Bank of the Philippine Islands, Urban Bank (now Export and Industry Bank), and First E-Bank (now part of the BDO Group) are running after the Rodriguez brothers who control the Proton venture.

In turn, Peter and Paul Rodriguez, represented by Purita Hontanosas-Cortes, sued the banks to accept the Proton property in Alaminos as payment.

COCKTALES

Victor C. Agustin

HSBC counsel Accralaw insists that the Proton suit should be dismissed because the court cannot compel the banks to accept a *dacion*, the proposed settlement being a voluntary agreement to convey something in place of monetary payment.

To her credit, Hontanosas-Cortes, who liberally refers to the "Chief Justice" in her oral arguments, has been able to keep the case alive, and stall the banks from taking other compulsive action against Proton, or its shareholders.

Incidentally, the Proton case is also being heard by Judge Jules Mejia, the same judge who issued warrants of arrests, upon Proton's application, against the German directors of Audi, for allegedly committing a crime even if none of them have ever been to the Philippines.

Accounting squeeze play

A TEAM from the Deutsche Bank Hong Kong office will meet with Punongbayan and Araullo today on the stalled GMA housing project with National Home Mortgage Finance Corp.

According to the grapevine, the accounting firm has balked at paying its share of the financial advisory fees of a former Ernst &Young partner, Dale Strickland, who successfully packaged the liquidation of the NHMFC's unified home lending program portfolio.

Before the deal could be completed, Ernst & Young junked its long-time partnership with Punongbayan and Araullo in favor of SGV. As a result, Strickland, now a Makati resident, has been caught in between the ex-partners' feud.

The Deutsche Bank Group, in turn, is quite keen to mediate since the German bank acquired the multibillion-peso housing assets and could not move forward because of the feuding bean counters.

NHMFC, in turn, will receive P4 billion in cash with the German bank acquiring 51 percent of the UHLP assets.

Heard through the grapevine

CONTRARY to what is being talked about in high society circles, the Ramon Tambunting inheritance feud has not been settled yet, with the widow, Mercedes Teehankee-Tambunting, still contesting the probate of the will of her late husband.

Ramon, who passed away in 1999, left the bulk of his fabulous fortune to his younger brother Jose Jr., and his son Joselito and Joselito's wife, Victoria. *(E-mail: cocktales_pdi@pldtdsl.net or cocktales_pdi@yahoo.com)*

Tan to assume control of PNB

From page B1

Astro del Castillo, managing director of First Grade Holdings. "PNB has a big upside. Looking at its income figures, it is definitely bouncing back."

Despite being fully privatized, PNB will remain a government depository bank until May 3, 2007, said Omar Byron Mier, PNB president.

PNB shares yesterday closed at P39.50 after sharply rising last week ahead of the bank's privatization.

ATR Kim Eng Securities economist Luz Lorenzo said Tan's other banking interest, Allied Bank, would move up to number 4 from 10 among the country's biggest banks once it merges with PNB.

Apart from the banking business, Tan also has interests in food, beverage, tobacco, airline and property.

A big fight looms

From page B4

fective remaining trade remedy.

Justice Florentino Feliciano, who served as one of seven judges in the WTO Appellate Body, said we were one of the weakest countries in the world in protecting our citizens from unfair trade practices. He is convinced these two decisions must be reconsidered.

Already, Alyansa Agrikultura member-organizations are planning to join in filing for this reconsideration. Despite reports that a department may not ask for reconsideration, we expect the government to lead in this fight for its withdrawal on this issue will be perceived as a betrayal of public trust.

(For inquiries and suggestions, email agriwatchphil @yahoo.com or telefax 8516635)

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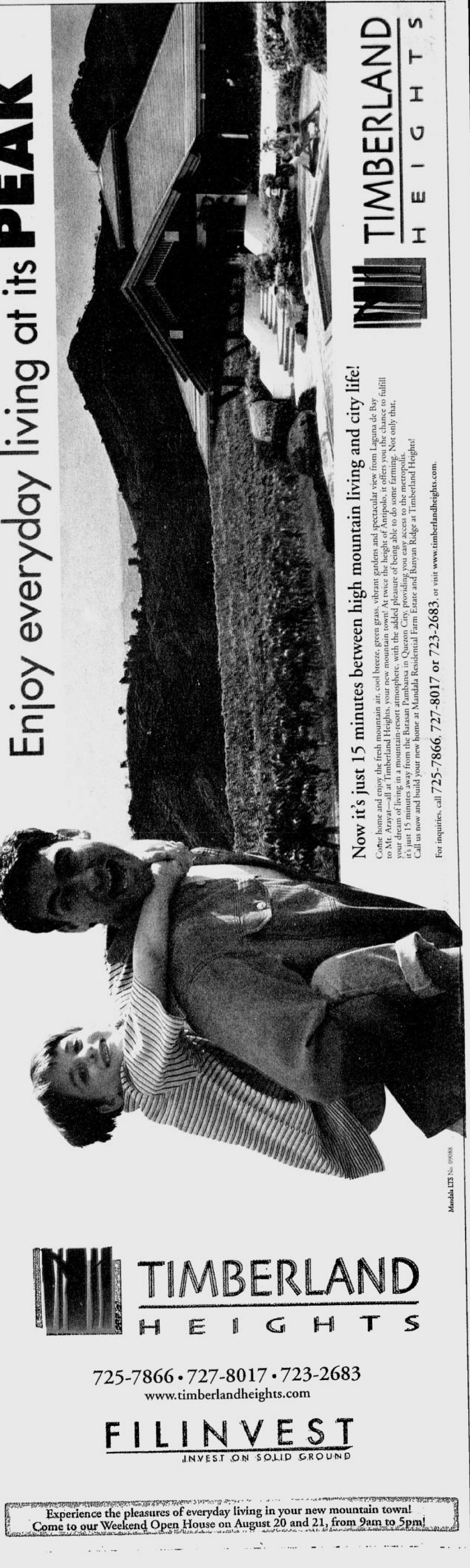

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Sara Lee

Convention Program

day 1 September 6, Tuesday

8:00 a.m.	DSAP 2005 Golf Tournament Registration Opening of Hospitality Suites Opening of DSAP Election Precincts
2:00 p.m.	Opening of Exhibits – DSAP Trade Expo 2005 Refreshments
4:00 p.m.	Sportsfest - Badminton - Bowling Tournament

day 2 September 7, Wednesday

Business Attire

8:00 – 9:00 a.m	Mass
9:00	Opening Ceremonies
10:00 – 10:30	**Keynote Address**
10:30 – 10:50	Sponsor's Activity (KREMIL – S)
10:50 – 11:10	Snack break
11:10 – 12:00	Sponsor's Activity (SARA LEE)
11:45 – 1:15 p.m.	Lunch / Sponsor's Activity (DIETHELM)
1:15 – 2:10	**Plenary Session 1** (Sponsored by PHAREX) **Prof. Andy Ferreria** **"Do I have what it takes to be an entrepreneur?** **- A practical scale to check the entrepreneurial mindset and attitudes"**
2:10 – 2:30	Sponsor's Activity (PFIZER)
2:30 – 3:30	**Plenary Session 2** **Prof. Andy Ferreria** **"Building the Entrepreneurial Organization"**
3:30 – 4:00	Snack Break
4:00 – 6:00	Exhibit Activities / Free Time
7:30 – 10:30	Dinner / Awards Night (DISUDRIN) *Attire: Formal*

day 3 September 8, Thursday

Business Attire

8:30 a.m.	Assembly
9:00 – 9:30	President's Report - Ms. Gloria De Chavez
9:30 – 10:30	**Plenary Session 3** **DSAP Entrepreneurial Practices that Work:** **DSAP Quality Awardees (DQA)** **- Eugene Enciso** (2004 DQA, Single Drugstore Category) **- Gigi Cruz** (2004 DQA, Chain Store Category)
10:30 – 10:50	Snack Break
10:50 – 11:10	Sponsor's Activity (ZUELLIG)
11:00 – 12:00 nn	**Plenary Session 4** **Dean Adelina Royo** **"Social Responsibility: A Life-Giving Force to Entrepreneurial Sustainability"**
12:00 – 1:30 p.m.	Lunch / Sponsor's Activity (NESTLE)
1:30 – 1:50	Sponsor's Activity (HERBYCIN)
1:50 – 4:00	Membership Meeting Marilou P. Castello, PhD "Sustaining the Pharmacy DOTS Initiative: An Update" Updates on Government EVAT Regulations, Campaign on Counterfeit Drugs, and Ongoing DSAP Initiatives and Programs
4:00 – 4:15	Snack Break
4:15 – 6:00	Exhibit Activities / Free Time
7:30	Dinner / Sponsor's Activity (WYETH) Closing Ceremonies / Gabi ng Pasasalamat

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Registration Fee includes the following convention package:
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- Full access to the Exhibits
  - *76 Exhibit Booths & Hospitality Suites*
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Attention! CHAPTER PRESIDENTS

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PAL Special Rates Special convention rates from Aug 28 to Sep 25, 2005 are extended by PAL. Simply specify Ticket Mark VGC / MML04 05/078 when making reservations.

Messages

DSAP is forging ahead with its 9th DSAP National Convention. This year we are again geared up to set new records. With the partnership of our co-presentors and sponsors, we have a convention program that is designed to bring about practical learning tips for the drugstore entrepreneurs and inspire you with success stories and new challenges.

Delegates will also be welcomed by our exhibitors who are now preparing their special booth activities and giveaways for DSAP Members.

Our hosts from Cagayan De Oro promise us a safe, secure and enjoyable stay. Let us return their hospitality with our enthusiasm and high chapter turnout!

Finally, it's our yearly opportunity to renew our fellowship with our much-needed recreation. We have built in the entertainment into the program and we invite you to avail of the local tours after the convention.

I enjoin our chapter presidents to rally their members to Cagayan De Oro. Make use of **the DSAP advantage** now!

Celia O. Carlos
Chairperson, DSAP Board

Each year, we face the challenge of a national convention that reflects the strength and tenacity of our DSAP membership. On the occasion of the 9th DSAP National Convention, the organizing committee has dedicated its efforts to another successful undertaking amidst the political and economic uncertainties facing the drugstore industry at this time.

However, fully realizing the difficulties the industry is encountering in the areas of profitability and efficiency of operations, the National Board has left no stone unturned to ensure attendance and a productive program for the convention. We have invited speakers whose credentials speak of success stories. Their time with us will help us assess our capabilities and offer some very practical tips for our business.

Secondly, cash incentives will be awarded to deserving chapters to properly recognize your participation and commitment. Best of all, we have our sponsors and exhibitors assuring us of their full support in making the convention a productive and enjoyable one.

I look forward to your participation and would especially want to hear about your chapters' concerns during our DSAP Membership Meeting.

Gloria N. De Chavez
DSAP National President

The Drugstores Association of the Philippines humbly thanks its supplier partners for the trust accorded to this year's convention proceedings. Through their help and support this year's convention will be held in Cagayan De Oro under the theme 'The DSAP Advantage. Harnessing the Entrepreneurial Spirit.'

Special promotions and surprise giveaways are underway from both our sponsors and exhibitors who as always, promise to make the delegates' stay worthwhile. This year we have more exhibitors than previous years, a sign of a growing awareness for the strength of the association and its vision.

I wish to personally thank the convention committee and Cagayan De Oro host chapter, who have proven their dedication to the convention. There is but one factor remaining on whose point the success tips. Your chapter involvement will spell the DSAP Advantage.

Rodel M. Vizconde
Chairperson
9th DSAP National Convention

JUST A LITTLE PRAYER

by:

ANTONIO MEER y MALVAR

Chairman *Emeritus*, U. P. Law Alumni Assoc. Inc.

Grand Archon *Emeritus,* Sigma Rho Fraternity

I am writing this modest prayer on the eve of my cataract operation scheduled at 10:30 AM, August 17, 2005. My doctor, the late Agerico B. M. Sison, once told me that there is no such thing as a minor surgery. So I face the simplicity of the surgery that I will have to undergo with the greatest tribulation.

In my meditation, I reflect and recognize that the whole world is facing a danger greater than whatever we have experienced in this little world of ours, in the universe to which the Earth belongs. The continuous surging prices of oil and power is a challenge that the world has never met before. It is as real as it is devastating. Countries, rich or poor are not spared from this impending disaster which is inevitable, unless by a miracle the prices drop to its old level. No less than President George Bush of the United States of America, the greatest political and economic power the world has ever known, had to accept and admit that he is bereft of a *"magic wand"* to arrest the impending disaster facing us. No amount of *"bravado"* can suffice to ward off the *"clear and present"* danger that is terrifying us today.

As we grieve and assess the risk, it might be comforting to assuage ourselves that the danger is even more petrifying and real to our masses, *"defenseless and penniless"*. We cannot ignore or erase from our minds the danger & suffering which is more real to them, just as it is real to the affluent and the *"well-to-do"*. Unfortunately with all our good intentions, we still cannot delude ourselves and to think, that we can play *"GOD"*.

I ask the rhetorical question - IS THERE AN ANSWER? - Yes, there is. Let us listen again to the words of my favorite, Pope John XXIII. I had two audiences with him. One private and the other public. I heard him say, *"Men of all faiths, come and join me"!* Be you a Roman Catholic, a Greek Catholic, a Mohammedan, a Buddhist or a member of any other religious denomination, let us all be friends, never enemies. You may call your God Buddha, Allah or Jesus Christ; but in truth, we are all worshiping only one God, be it under different names. Let us cast aside pride, bias and prejudices from our hearts and love one another. Pope John XXIII brought all the churches together and peace & comfort reigned in our hearts. I cried with joy, comforting myself and others that we had no enemies - only friends.

In paying homage to Pope John XXIII, I do not intend to demean or display disrespect to any other Pope; but in my book, Pope John XXIII is *"PRIMUS INTER PARES"* (first among equals).

Today, in our midst, peace and quiet is periodically shattered by terrifying *"suicide attacks"*, killing or maiming defenseless and innocent people along with their *"targeted"* enemies; not even sparing their own lives. Everybody is a victim, friend and foe. This is sheer madness beyond compare.

When will it end? Where will it end? How will it affect any or all of us? NOBODY KNOWS or may never know.

II - I have no political bias

I'm almost a recluse watching events by the sidelines, so I cannot be accused of any political bias. The fact that I am the Chairman *Emeritus* of the UP Alumni Assoc. Inc. and Grand Archon *Emeritus* of the Sigma Rho Fraternity gives me the comfort of detaching myself from any political activity. I have my fellow alumni as well as my Sigma Rho brods on both sides of the political coin. In any event, heads or tails, one or the other of my comrades will share in the glory or cry out with pain. Ergo, I have no political color.

III - My support for a rule of law

In the political local scene, there is an impending impeachment proceeding against our president, Gloria Macapagal Arroyo. Under our Constitution of 1986, such an impeachment process is well defined and in the observance of the rule of law, it is mandated that the provisions thereof are to be observed. My only advice and suggestion to my friends on both sides of the impeachment proceeding, is that they must abide by the laws and the rules in the proper situs or venue for such a jousting, which can either be before the House of Representative or the Senate, as the case maybe, and not in media, as what is happening today--- and even before the official impeachment proceedings begins. Political verbiage, should be limited to such a forum because in any event it is the House of Representative or the Senate that will decide. Media is purely a bystander and it must only report results recorded in the halls of Congress. It should not and cannot embellish it, or forecast what will happen in the halls of Congress. If such is done, it's a media responsibility that is put to the test and the people must analyze and discern factual reporting from political chicanery.

IV - The Role of Media

In the context of the above, it behooves us to assess the value and responsibility of media. Let me begin and say that media is entitled to the freedom of speech and of the press. This is mandated by our Constitution. My plea is for media to use its rights to communicate to the public the news in the hierarchy of values we have just discussed. The good and the bad news affecting the biggest problem confronting the people - the staggering cost of power and electricity merits principal attention and is front page material. Political news and events deserve less importance. These apply to both video and press coverage.

May I also suggest that media give less importance to everyday happenings in the neighborhood, of men molesting women; female minors acting as prostitutes and the like. The public is sick and tired of hearing or looking at media deferring to such news. Elsewhere, for instance, in the United States from where we borrowed the principles that protect freedom of speech and of the press, such news belong only to the police blotter in the various police precincts or consigned to the garbage cans where they belong, and is not usually subject to sensational media coverage day in and day out. Locally, I hear or read such mundane stories ad infinitum, and it makes me puke. In the Philippines our media promotes it forgetting that all that glitters is not gold, and that in most cases they are plain duds.

Media of other countries are smarter and more mature than ours because they promote tourism, pride of country and upliftment of the lives of their people, and do not want to hurt their image.

Media forgets that the constant barrage of such trash distorts the picture of the serenity of the Philippine life scene.

My friends in media, as a Filipino, if I have friends like you, I don't need any enemies.

Wise up!

CONCLUSION.

For all of these, I PRAY.

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QUEZON CITY

★ KATIPUNAN EXT ★ LA3,648 Comml Main Road P9,500/m² 0918-9235216

HOUSE & LOT

LAS PINAS

P1.1M 2STRY 2BR 8054686

MAKATI

Lots, H&L C5 nr Fort
1.2M-11M Nr McKinley Hills 4-5br 10% DP or 3Yrs No Int or No DP 10mins Fr. Ayala 0917-8313226

NR MARKET 153M² 6279629

MANDALUYONG

MANDALUYONG NR SHAW BnewTwnhse/3stry-3br/3-4tb/mdsrm/1-2grge [illegible]

REAL ESTATE FOR SALE

CONDO/TWNHSE

VARIED AREAS

QUEZON CITY

HOUSE & LOT

MARIKINA

Bnew 4br 3tb jacuzl 3M 9487112

Bnew4br3tb CG 09275668682

QUEZON CITY

1000m² nr. Aquinas School Nice P18T/m² 0917-8063697

AYALA HTS H/L V/L 09178365384

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1.3 RESORT-TYPE nr Mktl 2-4BR 12T/mo or No DP or 0% 1st Class • Bess 0917-5234223

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REAL ESTATE FOR SALE

CONDO/TWNHSE

VARIED AREAS

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PENTHOUSE 4BR 248.22sqm P11M w/2 PARKING SLOTS Panoramic View Intramuros NOEL 09216180226/8558239

NEAR LA SALLE TAFT BnewTwnhse /3stry/3br/3-4tb/mdsrm/1-2grge P3 965M 8903461 loc 32.33.34

ROBINSONS PLACE RUSH FOR SALE 1BR, MDS,PARKING 66.15 SQM 5.6 NEG RISING SUN FACING TAFT 8890371 / 09283848095

QUEZON CITY

4br New Mla Twnhse 6341212

Cubao P1.5M 10%DP 9126976

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P3M Sanville Bnew 3BR2TB 4539180 /81 Rene

SAN JUAN

L. MENCIAS NR. P. GUEVARRA BnewTwnhse/3stry/3br/3-4tb/mdsrm/1-2grge P3.645M up Tel 890346'

LOT

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MANDALUYONG

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REAL ESTATE FOR RENT

CONDO/TWNHSE

MAKATI

STUDIO FURN P. BURGOS NR. MKT AVE 12T/MO T-3712173

MANDALUYONG

New Condo 2BR/2TB T-5334321

PASIG

ASTORIA TWR ORTIGAS 2BR 2TB 7/F P40Th 721-3127

APARTMENT

PASAY

PASAY MRT S 1 2 BR 2318973

REAL ESTATE FOR SALE

CONDO/TWNHSE

VARIED AREAS

REAL ESTATE FOR RENT

APARTMENT

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03 Toyota Hiace Comm Dsl 1Own White A1 532-3936

DBP Development Bank of the Philippines

INVITATION TO BID

The Development Bank of the Philippines will receive sealed bids on August 31, 2005, 2:00 p.m., 12th Floor, Suite 5, of the DBP Head Office, Sen. Gil Puyat Ave. cor. Makati Ave., Makati City for the following properties on CASH BASIS:

CODE	LOCATION	DESCRIPTION	MINIMUM SELLING PRICE
REAL ESTATE			
METRO MANILA			
AM-JA-113a	Km. 19, Interior East Service Road, South Super Highway, Bo. San Dionisio, Parañaque City	2,000 m², industrial lot (TCT No. 2311) with warehouse bldgs. & imp.	P 17,548,300.00
AM-JA-113b	7219 M. Ocampo St., Brgy. Pio del Pilar, Makati City	200 m² residential lot (TCT No. 144873) with bldg. & imp.	P 6,171,700.00
CAVITE			
AM-JA-114	Bo. Tabon, Kawit	2 adjoining lots (TCT Nos. T-146811 & T-363282) with bldgs. & imp.	P 23,098,900.00
AM-CP-115	Lot 6 Blk. 11, Philhomes Ville I, Toclong, Kawit	32 m² residential lot (TCT No. T-889858) with bldg. & imp.	P 181,700.00
LAGUNA			
AM-CP-116	Lot 1 Blk. 24, South Fairway Homes Classic, Brgy. Landayan, San Pedro	62 m² residential lot (TCT No. T-607089) with bldg. & imp.	P 319,000.00
PAGADIAN			
PGDN-01	Rizal Avenue & Cabrera St., Pagadian City	678.86 m², adjoining 7 parcels of commercial lots (TCT Nos. 23,535 to T25,539 & ARP No. 2K-000122) with bldg. & imp.	P 17,600,000.00
CHATTELS			
	Serg's Compound, Ortigas Avenue, Cainta, Rizal	Various machinery and equipment for chocolate / candy making:	P 17,574,200.00
AM-ML-117a	Tag No. M-1 to M-4	Four (4) Chocolate Conches, RICHARD FRISSE	P 8,708,400.00
AM-ML-117b	Tag No. 49	One (1) unit Roller Depositor, ERICKSON	P 4,762,800.00
AM-ML-117c	Tag No. 197	One (1) set Instantizing Plant, CARLE & MONTANAKI ESAPANOLA	P 4,562,300.00
AM-ML-117d	Tag No. 140 to 142	Three (3) sets Chocolate Egg and and Ball Depositor Assembly	P 3,563,600.00
AM-ML-117e	Tag No. 45	One (1) unit Lentil RCD Coating System	P 3,180,400.00
AM-ML-117f	Tag No. 113 & 114 -	Two (2) Wrapping Machine, CHOCOTECH, WERNIGRODE	P 2,520,000.00
AM-ML-117g	Tag No. 402	One (1) set Hydrogenerating Plant	P 2,024,100.00
AM-ML-117h	Tag No. 38	One (1) unit Ribbon Mixer Machine	P 1,890,000.00
AM-ML-117i	Tag Nos. 215 & 216	Two (2) units Coating/Polishing Drum	P 1,296,000.00
AM-ML-117j	Tag No. M-5 to M-7	Three (3) units Carter Conches	P 1,421,100.00
AM-ML-117k	Tag No. 41A - 41G, 48 & 50	Twelve (12) units Revolving Pan	P 488,400.00
AM-ML-117l	Tag No. DBP-298	One (1) unit Steam Generator, Maxitherm	P 96,500.00
AM-ML-117m	Tag No. DBP-311	One (1) unit Water Manufacturing Line	P 32,000.00
AM-ML-117n	Tag No. 281	One (1) unit Coffee Mill Assembly	P 26,800.00
AM-ML-117o	Tag Nos. 302, 304 to 307	One (1) lot various printing equipment	P 206,800.00
AM-ML-117p	Tag Nos. 15 - 18, 20	One (1) lot various equipment	P 90,100.00

BIDDERS ARE REMINDED:

1. To inspect the properties to determine their actual condition before the bidding;
2. To submit in DBP's official bid form available at the AMD-Acquired Assets, 2nd Floor, DBP Head Office during office hours; and
3. To be on time. No bids will be accepted once unsealing of the bids commences. The sale shall be subject to other terms and conditions which may be imposed by the Bank.

DBP RESERVES THE RIGHT TO REJECT ANY OR ALL BIDS, TO WAIVE ANY FORMALITY THEREIN, OR TO ACCEPT SUCH BIDS AS MAY BE CONSIDERED MOST ADVANTAGEOUS TO THE BANK. THE DECISION OF THE BANK IS FINAL AND BINDING.

For inquiries, please call telephone numbers: 892-1566 / 893-7172 or 818-9511 local 2218/2252 for Code starting with AM; (062) 214-2169 & 818-9511 local 1492.

ASSET MANAGEMENT DEPARTMENT

(PDI – August 18 & 19, 2005)

UNAIDS
UNHCR-UNICEF-WFP-UNDP-UNFPA
UNODC-ILO-UNESCO-WHO-WORLD BANK

The Joint United Nations Programme on HIV/AIDS, UNAIDS, is the main advocate for global action on the epidemic. It leads, strengthens and supports an expanded response aimed at preventing transmission of HIV, providing care and support, reducing the vulnerability of individuals and communities to HIV/AIDS, and alleviating the impact of the epidemic.

Invitation to tender for the management of a UNAIDS Technical Support Facility in South East Asia and the Pacific

UNAIDS is establishing a **Technical Support Facility (TSF)** in South East Asia and the Pacific. This TSF will seek to collaborate with country and regional partners in the provision of high quality technical assistance required for the strategic planning, implementation, monitoring and evaluation of efforts in support of national HIV/AIDS programmes.

The TSF will be established and managed by an existing national/ regional organisation or consortia on a contractual basis for a period of two years with the possibility of a further three year extension. The main aims of the TSF will be to:

- Improve country partner access to timely and quality assured technical assistance in agreed priority areas
- Strengthen the capacity of country partners to manage technical assistance effectively
- Assist in the professional development of national and regional consultants
- Encourage a harmonised and collaborative approach to the delivery of technical assistance in support of country partner-owned and partner-led action plans

Applications are welcomed from groups working as a Consortium or network to establish the TSF in South East Asia and the Pacific. The competition is open to organizations established in any country in South East Asia and the Pacific region listed in the tender documents.

Further information on tender documents, eligibility criteria and required formats of tenders are available from:

Susan O'Leary, e-mail address: **tsfap@unaids.org.**

Deadline for submission of tender documents by registered mail will be **26 August 2005, 17:00 GMT**

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PIC

Republic of the Philippines

LAGUINDINGAN AND MINDANAO AIRPORTS DEVELOPMENT PROJECT

DOTC

AIR TRANSPORTATION OFFICE

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

Under a Technical Assistance Agreement with the Build-Operate-Transfer (BOT) Center, the Philippine Infrastructure Corporation (PIC) through its Special Bids and Awards Committee (BAC), invites local and/or foreign consultants to apply for eligibility and shortlisting and if found eligible and shortlisted, to bid for the project hereunder:

Name of Project	Consultancy services for the **Formulation of a Business Plan** for the implementation of the Laguindingan and Mindanao Airports Development Project through Public-Private Partnerships
Brief Description	Formulation of a Business Plan to be implemented by the Philippine government to undertake the development of the new Laguindingan Airport in Misamis Oriental as well as other Mindanao airports through BOT schemes and through Public-Private Partnerships. The consultancy shall require providing the Philippine government with the appropriate advise on Technical/Operational, Financial and Legal strategies, policies and activities to successfully develop and operate the Laguindingan Airport through Private Sector Investments under the BOT Law.
Approved Budget For the Contract (ABC)	USD 160,000.00 (PHP 9,000,000.00) Bids received in excess of the ABC shall be automatically rejected at opening of the financial proposals.
Source of Funding	BOT PDF Project Development Facility (USAID) PIC Project Development Fund
Contract Duration	6 months

The list of minimum requirements is indicated in the Consultant's Eligibility Form. Eligibility of prospective bidders shall be checked using non-discretionary "pass/fail" criteria. Shortlisting of eligible consultants will be done based on the following criteria: experience of the consultant(s), qualification of personnel who may be assigned for consulting services and job capacity. The evaluation procedure to be adopted shall be Quality-Cost Based Evaluation (QCBE). The technical and financial proposals shall be given corresponding weights with the technical proposals given a weight of 80% and financial proposals given a weight of 20%. Their total weighted percentage shall be equal to 100%. The provisions of Republic Act No. 9184 and its Implementing Rules and Regulations relative to the bidding and award of contract including its implementation shall apply.

Consultant's Eligibility Forms and additional information including criteria for shortlisting will be available at the 6/F National Development Company Building, 116 Tordesillas St., Salcedo Village, Makati City, Philippines. Tel. Nos.: 840-1139, 840-4838 loc. 258 and Fax No: 840-4862 upon payment of a non-refundable amount of PHP 500.00 to the Philippine Infrastructure Corporation. Submission of the letter of intent and eligibility documents shall be on **August 22, 2005 12:00 noon**. Late submission will not be entertained.

Bid Documents will be available only to shortlisted bidders upon payment of a non-refundable amount of PHP 10,000.00 to the Philippine Infrastructure Corporation.

PIC and BOT Center reserve the right to accept or reject any or all bids or parts thereof, to waive any defect or any formality therein, or accept such bid or award any part thereof to any consultant/s whose bid/s is/are evaluated to be most advantageous to PIC and BOT Center. Furthermore, PIC and BOT Center are not obliged to compensate/indemnify the consultant/s for any expenses or loss that may be incurred in the preparation of bid nor does it guarantee that an award of contract will be made.

Approved by:

(Sgd.) ANGELITO G. RAMOS
SBAC Chairman

(PDI – August 14 & 19, 2005)

National Food Authority

Regional Office 6
Jaro, Iloilo City

Standard Form Number: SF-GOOD-05
Revised on: July 28, 2004

RO6-2005-001
Supply of Vessel Iloilo

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

The ***National Food Authority, Region 6***, through its Bids and Awards Committee (BAC), invites shippers/vessel owners/contractors to apply for eligibility and to bid for the hereunder project:

Name of Project : Supply of Vessel
Location : Iloilo
Brief Description : Dispersal of Iron Fortified Rice (IFR) from Iloilo City Port: 197,500 bags to different port/provinces of Region 8 and 38,000 bags to Bacolod City, Negros Occidental

Lot No.	Destination	Volume (Bags)	Rate/Bag	Approved Budget for the Contract
1	Tacloban	58,000	28.60	1,658,800.00
2	Maasin	18,000	28.60	514,800.00
3	Naval	12,500	27.00	337,500.00
4	Catbalogan	29,000	31.00	899,000.00
5	San Jose	41,000	31.00	1,271,000.00
6	Guiuan	39,000	33.00	1,287,000.00
7	Bacolod City	38,000	12.15	461,700.00

Contract Duration : September - October, 2005
Delivery Period : September - October, 2005

Prospective bidders should have experience in undertaking a similar project within the last 2 years with an amount of at least 50% of the proposed project for bidding, and have key personnel and equipment (owned, leased or under purchase) available for the prosecution of the project. The list of minimum equipment requirement is indicated in the Eligibility Forms. The Eligibility Check/Screening as well as the Preliminary Examination of Bids shall use non-discretionary "pass/fail" criteria. Post-qualification of the lowest calculated bid shall be conducted.

All particulars relative to Eligibility Statement and Screening, Bid Security, Performance Security, Pre-Bidding Conference(s), Evaluation of Bids, Post-Qualification and Award of Contract shall be governed by the pertinent provisions of R.A. 9184 and its Implementing Rules and Regulation (IRR).

The complete schedule of activities is listed, as follows:

Activities	Address	Date	Time
1. Issuance of Bid Documents	Conference Room, 2/F National Food Authority, Jaro Iloilo City	Aug. 12-22/05	8:00 AM - 5:00 PM
2. Pre-bid Conference	Conference Room, 2/F National Food Authority, Jaro, Iloilo City	Aug 23/05	9:00 AM
3. Deadline for Submission & Receipt of Eligibility Requirements	Conference Room, 2/F Natinal Food Authority, Jaro, Iloilo City	Sept 5/05	9:00 AM
4. Opening of Bids	Conference Room, 2/F National Food Authority, Jaro, Iloilo City	Sept 5/05	9:30 AM
5. Bid Evaluation		Sept 6-7/05	
6. Post-Qualification		Sept 8-9/05	
7. Notice of Award		Sept 12/05	

Bid Documents will be available only to prospective bidders upon payment of a non-refundable amount of Five Thousand Pesos (P5,000.00) to the National Food Authority Cashier.

The National Food Authority, Region 6 assumes no responsibility whatsoever to compensate or indemnify bidders for any expenses incurred in the preparation of the bid.

The ***National Food Authority, Region 6*** reserves the right to accept or reject any Bid, and to annul the bidding process and reject all Bids at any time prior to contract award, without thereby incurring any liability to the affected Bidder or Bidders.

Approved by:

(Sgd.) **VILMA H. ZARRAGA, MNSA**
BAC Chairman

(PDI - Aug. 12 & 19, 2005)

Repubilka ng Pilipinas
Republic of the Philippines
Kagawaran ng Tanggulang Pambansa
Department of National Defense

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

(Re-Bidding for the PN Jacinto Class Patrol Vessel Marine Engineering Upgrade)

1. The Department of National Defense (Armed Forces of the Philippines), through the General Appropriation Act and the AFP Modernization Program Act Trust Fund, intends to apply the sum of ***THREE HUNDRED FIFTY FOUR MILLION PESOS (PhP 354,000,000.00)*** being the Approved Budget for the Contract (ABC) to payments under the contract for the Jacinto Class Patrol Vessel Marine Engineering Upgrade of Three (3) Jacinto Class Patrol Vessels (JCPVs) of the Philippine Navy. Bids received in excess of the ABC shall be automatically rejected at Bid opening.
2. The DND/AFP now invites sealed Bids from eligible Bidders for the *Marine Engineering Upgrade of Three (3) Jacinto Class Patrol Vessels (JCPVs)* the Philippine Navy. The expected upgrade of GOODS or contract duration is 400 CALENDAR DAYS as per Bidding Documents. The description of an eligible Bidder is contained in Section II of the Bidding documents, ITB.
3. Bidding will be conducted through open competitive bidding procedures using non-discretionary pass/fail criteria as specified in the Implementing Rules and Regulations Part A (IRR-A) of Republic Act No. 9184 (R.A. 9184), otherwise known as the "Government Procurement Reform Act", and is restricted to Filipino citizens/sole proprietorships, organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines, and to citizens or organizations of a country the laws or regulations of which grant similar rights or privileges to Filipino citizens, pursuant to Republic Act 5183 (R.A. 5183) and subject to Commonwealth Act 138 (C.A. 138). Only Bids from Bidders who pass the eligibility check will be opened. The process for the eligibility check is described in Section II of the Bidding Documents, ITB. The bidder with the Lowest Calculated Bid (LCB) shall advance to the post-qualification stage in order to finally determine responsiveness of the bid to technical and financial requirements of the project. The contract shall then be awarded to the Lowest Calculated and Responsive Bidder (LCRB) who was determined as such during the post-qualification procedure.
4. Interested Bidders may obtain further information from the DND Bids and Awards Committee (BAC) Secretariat and inspect the Bidding Documents at the address specified below from 8:00 a.m. to 5:00 p.m.
5. A complete set of Bidding Documents may be purchased by interested Bidders from the address below and upon payment of a non-refundable fee in the amount of *Thirty Five Thousand Pesos (Php 35,000.00)*. The method of payment will be in cash or thru cashier's check. The Bidding Documents shall be received personally by the prospective Bidder or his authorized representative.
6. Bid opening shall be on September 20, 2005 at 2:00 p.m. Bids will be opened in the presence of the Bidders' representatives who choose to attend at *Silid Panday Pira, 1st Floor, Bulwagang Mabini, Camp General Emilio Aguinaldo, Quezon City.*
7. The DND/AFP will hold a Pre-bid Conference open to all interested parties on September 8, 2005 at 2:00 p.m. at the *Silid Panday Pira, 1st Floor, Bulwagang Mabini, Camp General Emilio Aguinaldo, Quezon City.*
8. Bids and eligibility requirements must be submitted to the address below on or before 9.00 a.m. of September 20, 2005. All Bids must be accompanied by a Bid Security in any of the forms and corresponding amount allowed under RA 9184 and its IRR-A. Late Bids shall not be accepted.
9. The facilitate eligibility checking, manufacturers and/or prospective bidders who wish to participate in the public bidding are required to apply for registration with the DND BAC, through the DND BAC Secretariat, at least fifteen (15) days prior to the scheduled submission and opening of bids for the procurement of the projects they wish to participate in, pursuant to DND BAC Cir 01-2005 (download available at website below) did 12 May 2005.
10. The DND/AFP reserves the right to accept or reject any Bid, and to annul the bidding process and reject all Bids at any time prior to contract award, without thereby incurring any liability to the affected Bidder or Bidders.

DND BAC Secretariat Ext
AFP Modernization Program Management Office
3/F Bulwagang Mabini, Camp General Emilio Aguinaldo
Quezon City, Philippines 1110
Tel. No.: (632) 911-6001 local 6481
Telefax No.: (632) 912-9541 / 421-2327
Email: pid@info.com.ph
Website: www.info.com.ph/~afpmod

UNDERSECRETARY JOSE F SANTOS
Chairman, DND BAC

(PDI - Aug. 12 & 19, 2005)

A MAKATI-BASED LAW FIRM NEEDS YOUNG LAWYER WHO IS ALSO A CPA or ACCOUNTING GRADUATE. PLEASE SEND YOUR RESUMÉ WITH LATEST I.D. PICTURE TO P.O. BOX 3280 MCPO, MAKATI CITY.

NOTICE OF LOSS

Notice is hereby given that the Debit/Credit Memos of Procter & Gamble Asia Pte. Ltd. with Serial No. 2001 to 2050 were lost. The company will not honor these Debit/Credit Memos.

TRANSPORTATION FOR RENT

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2% w/oTaking Car 7221021

2% w/oTaking Car 8966630/33

2% w/oTaking Car 8870490/95

2% w/oTaking Car 3732081/82

2% w/oTaking Car 8959454

2% w/out taking car 5315577

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PUBLIC NOTICES

LEGAL NOTICE

Legal Notice
Notice hereby given that the estate of the late FIDELA LEGASPI has been extrajudicially settled by her heirs Per Doc No.94,Page No. 20,Book XV,Series of 2005 Before Notary Public Sinforosa G. Gomez Makati City
(PDI- AUg.5,12,19,2005)

Notice is hereby given that the estate of the late EXPEDITO C. SAZON was extrajudicially settled with waiver of rights among his heirs as per Doc #355 Page #71 Book #II Series of 2005 of Notary Public of Atty. Jaime D. Discaya of QC (PDI-Aug.19,26 & Sept.2, 2005)

NOTICE OF LOSS

LOSS of Ayala Corp. Stck Cert. #44364 issued 5.12.04 to Amado Marking.If no contest received, new cert. will be issued. (PDI-Aug. 12, 19 & 26, 2005)

INVESTMENT OPPORTUNITIES

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BUSINESS OPPORTUNITIES

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MALE

MASTER BAKER 09178507815

FEMALE

HS GRD CREW 400RM 7257342

TRAFFIC SALON NEEDS MARKETING ASSISTANT COL. GRAD. 21-35 YRS OLD APPLY AT WILSON SQUARE BLDG UNIT 4 199 WILSON ST. S.SUAN CALL 7218197 / 7051472

MALE/FEMALE

9 New Positions SEC. / SCHL TCHR I, BSE w/ LET or PBET, PRC Lic., Sta. Lucia H.S. Div. Pasig City & San Juan

BEAUTICIAN DRESSMAKER DOMESTIC HELPER PRIVATE NURSE, FLOWER ARRANGER (MALE) LANDSCAPING ARCHITECTURE (MALE) PLS CALL •(02)4981172 / 4981681 • 0920-6262141

CAREGIVER 5280747

PERSONAL

NOVENA TO THE MOST SACRED HEART OF JESUS AND SAINT JUDE

May the most Sacred Heart of Jesus be praised, blessed, loved, adored and glorified throughout the whole world now and forever. Amen.

Most Sacred Heart of Jesus Pray for us.

St. Jude, worker of miracles, helper for the helpless, pray for us.

Say nine times a day for nine days. Prayer will be answered by the eighth day, it has never failed.

Thank you very much, Most Sacred Heart of Jesus and St. Jude, for favor granted.

Republic of the Philippines
Department of Land Reform
Provincial Land Reform Office
J. Rosales Ave., Butuan City

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

The DLR Agusan del Norte is inviting all licensed GE Survey Contractors to apply for eligibility and to bid for subdivision survey of collective Certificate of Land Ownership Award (CLOA's) located within the municipalities of the province of Agusan del Norte with an estimated area of 1,200 has. more or less.

A pre bid conference will be held on September 12, 2005 at the address mentioned above at 10:00 A.M. Deadline for submission of eligibility documents will be on September 16, 2005 until 5:00 P.M. only.

(Sgd.) **ATTY. NOWEH MECA E. PACAMALAN**
BAC Chairperson

Noted:

(Sgd.) **ANDRE B. ATEGA**
OIC-PARO II

(PDI – August 19, 23 & 31, 2005)

REPUBLIC OF THE PHILIPPINES
REGIONAL TRIAL COURT
National Capital Judicial Region
Branch 69, Pasig City

In the matter of the Adoption of Minor
LADY AVEGEIL GELLADO
AGUDERA with Application for
Declaration as Abandoned Child.

JDRC No. 6653

SPOUSES JEFFERY E. GUEVARA
and EVELYN A. GUEVARA,
x---x

ORDER

This refers to a verified petition for the adoption of minor Lady Avegail Gellado Agudera filed by petitioners Sps. Jeffery E. Guevara and Evelyn A. Guevara, praying that after due notice, publication and hearing, judgment be rendered to the effect that the minor be freed from all legal obligations of obedience and maintenance with respect to her natural parents, and be, for all legal intents and purposes, the child of petitioners, and be issued a new Certificate of Birth.

Finding the petion to be sufficient in form and substance, let the initial hearing of this petition be set on August 24, 2005 at 8:30 in the morning to be held at the 2nd Floor, Room 205, Justice Hall Building, Rizal Provincial Capitol Compound, Pasig City.

Let this order be published once a week for three (3) consecutive weeks in a newspaper of general circulation in the region and elected by raffle under the supervision of the Executive Judge.

Furnish the OSG, petitioners and their counsel a copy of this order.

SO ORDERED.
July 13, 2005
Pasig City, Metro Manila

(Sgd) LORIFEL LACAP PAHIMNA
Judge

(PDI- August 5, 12, 19 2005)

EYE REFRACTION!

FITS INDUSTRIAL SAFETY EYEGLASSES WITH GRADE

VISION PLAZA
41-42 Shopwise Arcade
Araneta Center, Cubao
Tel. Nos. : 911-27-24
911-27-13

Republika ng Pilipinas
Lungsod ng Baguio

OFFICE OF THE MAYOR

PROJECT CALL

The City Government of Baguio is inviting proposals for a Sanitary Landfill or a Waste to Energy Facility complaint with the following guidelines:

1. Compliance with environmental laws (RA 9003, Clean Air Act, etc.)
2. Should not require capitalization from the city government
3. Can dispose/process at least 300 tons of waste daily with minimal or zero residue and should be able to process all types of waste.
4. Technology should be able to produce other forms of energy (preferably electricity) that can be used by the city government in its current facilities and programs
5. Must have over-all socio-economic benefits such as employment generation
6. Preferably to be located in Baguio City or within 2 kilometers from the city boundary

All proposals should be supported with the following documents/information for preliminary screening:

1. Proof of compliance with environmental laws
2. Cost analysis covering the project installation and management to include the project management plan
3. Detailed technical description of the technology involved (ex. capacity, process, project location description, inputs and outputs)
4. Company profile including capitalization, registration documents and similar documents
5. Documentation of previous project areas (preferably certification and latest evaluation report from local authorities where the project is currently operating, and socio-economic benefit package already delivered)
6. Photos or other visual documentation of actual project operation.

Please submit all proposals to the HON. BAULIO D. YARANON, City Mayor, Baguio City Hall, not later than August 20, 2005. Proposals submitted after said date will no longer be entertained.

(Sgd.) **BRAULIO D. YARANON**
City Mayor

(PDI – August 5 & 19, 2005)

PMAP Annual Conference • Sept. 28-30, 2005 • Waterfront Hotel, Lahug, Cebu City • Call 726-1532 /81/ 88 for details

NOTICE TO THE PUBLIC

Please be informed that the series of Sales Counselor's Temporary Receipts (SCTRs) of Philam Plans, Inc. listed below are missing. Henceforth, any transaction entered into, using the said Sales Counselor's Temporary Receipts shall no longer be honored.

SCTR#

3899381 – 3899384
4271161 – 4271180
2946201 – 2946250
5161441 – 5161460
4658861 – 4658880
3733950 – 3733400
5225441 – 5225460
338331 – 338335
320850 – 320870
A3825394
5397926 (green)
5397929 – 5397935 (green)
5397921 (white)
4833161 – 4833180
3058801 – 3058802
378071 – 378075
4760483
4517221 – 4517240
4948408
3912491 – 3912510
3491101 – 3491150
3479754 – 3479755
3479762
3479775
3479776
5663361 – 5663380
4193801 – 4193820
1928001 – 1928002
A5060468

OF20000026 – OF20000030
5221267
3823321 – 3823340
4763221 – 4763240
5450243
3226101 – 3226150
3226616 – 3226620
3955501 – 3955520
4512841 – 4512860
4512121
4512127
4512133
4512134
4342420 – 4342440
4686461 – 4686480
4343081 – 4343100
4512300 – 4512320
268856 – 268860
259181 – 259183
5224241 – 5224260
5223226 – 5223227
5220461 – 5220480
5449923
5449935
5449938
5031584
5031594
5031600
3861741 – 3861760

4904601
1889651 – 1889652
1889672
1889683 – 1889685 (white)
1889688 (white)
2465561
2465564
2465574 – 2465575
2465586
4415821
5224282
5222441 – 5222460
OT20000114 – OT20000119
5222401 – 5222420
4123941 – 4123960
2412219
2412232
3451401 – 3451450
BF20002321 – BF20002325
4297941 – 4297960
2947455
2947463
2947464
2947465
5495922 – 5495926
4868868
NF00000799
5391726

PHILAM PLANS

REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
DepEd Complex, Meralco Avenue, Pasig City, Philippines

DepED
Tanggapan ng Pangalawang Kalihim
Office of the Undersecretary

Telefax: 631-96-40
Direct Line: 633-93-42
Trunk Line: 632-13-61 local 2221/2007
E-Mail Address: jmluz@deped.gov.ph
Website: http://www.deped.gov.ph

Notice to All Concerned

1. This pertains to the Department's CY 2005 procurement program to provide supplementary, reference, and computer-assisted instructional materials in English, Filipino, Math, Science and Technology, and Makabayan for public high schools in the twenty-seven (27) provinces under the Secondary Education Development and Improvement Project (SEDIP).
2. Interested parties are enjoined to submit for initial screening five (5) off-the-shelf copies of their supplementary materials, two (2) copies of their general reference materials, and two (2) compact disks of computer-assisted instructional (CAI) materials, together with their accompanying literature and a duly accomplished Publishers/Supplier's Submission Form to the duly authorized SEDIP and Instructional Materials Council Secretariat (IMCS) staff at the SEDIP Conference Room, 3rd Floor Bonifacio Bldg., DepEd Complex, Meralco Avenue, Pasig City starting **September 5** until **September 9, 2005** from 9:00 a.m. to 4:00 p.m. only.
3. These supplementary materials are to be used for reinforcement, enrichment, and mastery of learning, should provide useful information on selected topics, and must be appropriate for high school students. Submissions shall either be in print or non-print (e.g., CAI materials, multimedia packages, etc.) form and should facilitate the teaching and/or learning of specific concepts, skills, and values in the indicated subject areas below.
   - 3.1 Preferred supplementary materials in English and Filipino are those that support the Basic Education Curriculum (BEC): focusing on content-based instruction approach and utilizing Science and Technology topics (for materials written in English) and topics in Araling Panlipunan (for materials written in Filipino).
   - 3.2 In Makabayan, preferred supplementary materials are those that aid in integrating the learning components of Araling Panlipunan (AP), Music, Arts, Physical Education and Health (MAPEH), Technology and Livelihood Education (TLE), and Values Education.
   - 3.3 Library collections for Philippine history, geography, arts, music, and physical education will also be given priority in this procurement initiative.
   - 3.4 Please be advised that the following instructional materials are not considered for this procurement initiative:
     - Print materials in the form of textbooks, teacher's manuals, teacher's study or lesson guides, skill books, workbooks, modules, reviewers, etc.
     - Non-print materials in the form of video tapes, audio-cassette tapes, films, transparencies, audio-visual aids, objects and specimens (or realia), models and mock-ups (globes, dolls, etc.), dioramas, pictures (drawings, sketches, illustrations, photographs, paintings), posters, graphs, charts and diagrams (maps), flashcards, cartoons, comic strips, chalkboards, bulletin boards, sand tables, tack/flannel/magnetic/electronic boards, aquarium, terrarium, etc.
4. Only supplementary materials that will be recommended following the DepEd content evaluation process may be considered for procurement under SEDIP.
5. Guidelines for the Provision of Supplementary, Reference, and Library Materials under SEDIP will be available at the Instructional Materials Council Secretariat starting **August 17, 2005.**
6. For the information and guidance of all concerned.

(Sgd.) **JUAN MIGUEL M. LUZ**
Undersecretary

(PDI–Aug. 19 & 26, 2005)

REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
SECURITIES AND EXCHANGE COMMISSION
SEC Building, EDSA, Greenhills
City of Mandaluyong, Metro Manila, Philippines 1554
CORPORATION FINANCE DEPARTMENT

IN THE MATTER OF :

ACTIVE REALTY AND DEVELOPMENT CORPORATION : REGISTRATION OF SECURITIES
X------------------------------------X

NOTICE AND ORDER

Notice is hereby given that on July 22, 2005, a registration statement was filed with the Securities and Exchange Commission for and on behalf of **ACTIVE REALTY AND DEVELOPMENT CORPORATION** for the registration of One Hundred Twenty (120) Timeshare Membership Certificates at a price ranging from One Million Pesos (P1,000,000.00) to Three Million Pesos (P3,000,000.00).

According to the papers/documents presented, the following persons are the directors/officers of the corporation:

Name	Position
ANTONIO A. TURALBA, Sr.	Chairman
MA. CRISTINA V. TURALBA	Vice-Chairman/Director
ANTONIO V. TURALBA, Jr.	President
ANTONELLA T. ABDON	Director/Treasurer
ANJEANETTE T. FUENTEBELLA	Director
RENE J. KATIGBAK	Corporate Secretary

Said registration statement and other papers/documents attached thereto are open to inspection by interested parties during business, hours and copies thereof, photostatic or otherwise, shall be furnished to every party at such reasonable fees as the Commission may prescribe.

JUSTINA F. CALLANGAN
Director

(PDI – August 10 & 17, 2005)

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PRIVATIZATION AND MANAGEMENT OFFICE INVITATION TO SUBMIT OFFERS

The Privatization and Management Office (PMO) is offering for sale, on an "as-is, where-is" basis, the following assets belonging to Trade and Investment Development Corporation of the Philippines.

	Description/Location	Indicative Price
1	Office Condominium Unit (186 sq.m.) w/ 4 parking slots, Ayala Life – FGU Center, Ayala Avenue, Makati City	P 14, 400,000
2	Residential Condominium Unit (95 sq.m.) w/ 1 parking slot, Wack-wack Heights Tower, Brgy. Addition Hills, Mandaluyong city	4,100,000
3	Land (1,159 sq.m.) Maya-maya Drive, Victoria Valley Subdivision, Mayamot, Antipolo City	2,898,000
4	Adjoining residential lots with building (180 sq.m.), San Carlos Heights Subd., Tayuman, Binangonan, Rizal	500,000
5	Commercial / Residential Land (2,146 sq.m.) Poblacion, Sorsogon City, Sorsogon	5,000,000
6	Rawland / Agricultural Land (10,741.35 sq.m.) San Salvador, Baras, Rizal	2,685,260
7	Residential Land (400 sq.m.), Balagtas, Bulacan	660,000

Offers will be entertained at PMO 5th Floor, Privatization and Management Office, 104 Gamboa St., Legaspi Village, Makati City.

Interested parties are advised to deal directly with the PMO Marketing Department.

For inquiries, please contact Ms. Shayne J. Monasterio at telephone numbers 817-6331 or 892-2145.

(PDI – August 17, 18 & 19, 2005)

PRIVATIZATION AND MANAGEMENT OFFICE
INVITATION TO SUBMIT OFFERS

Offered for sale are the following subdivision lots in Barangay Sta. Maria, Zamboanga and Bello Subdivision, Sitio Santol, Barangay La Filipina, Tagum, Davao held by the Privatization and Management Office (PMO) formerly belonging to Sta. Clara Lumber Company, Inc. (SCLCI), at an aggregate indicative price of P876,950.

The lots are being offered as follows:

Site No.	Particulars	Indicative Price
I	Brgy. Sta. Maria, Zamboanga City Lot-13, Blk-2 (853 sq.m.)	P469,150
II	Brgy. La Filipina, Tagum, Davao Lot-11, Blk-1 (400 sq.m.)	80,000
III	Brgy. La Filipina, Tagum, Davao Lot-14, Blk-7 (400 sq.m.)	80,000
IV	Brgy. La Filipina, Tagum, Davao Lot-15, Blk-7 (583 sq.m.)	116,600
V	Brgy. La Filipina, Tagum, Davao Lot-25, Blk-6 (300 sq.m.)	60,000
VI	Brgy. La Filipina, Tagum, Davao Lot-26, Blk-6 (356 sq.m.)	71,200

Offers will be received, opened and tabulated in the presence of the offerors on **13 September 2005**, at 3:00 p.m. at the PMO Conference Room, 6th Floor, 104 Gamboa Street, Legaspi Village, Makati City.

Interested parties may request for **Specific Rules on Offer for Sale (SROS)** and **Offer for Sale Form (OSF)** from the PMO Marketing Department, 104 Gamboa Street, Legaspi Village, Makati City.

For more information, please call Mr. John DF. Baldemor of the PMO Marketing Department at 817-6331 / 817-8762.

(PDI--Aug. 18, 19 & 20, 2005)

PNOC EXPLORATION CORPORATION

PNOC
The Energy Company

Building I, Energy Center, Merritt Road, Fort Bonifacio, Taguig, Metro Manila
Telephone Nos. 893-6001 to 47 local 2104
Direct Line: 840-1614 / Fax No.: (632) 840-1619

INVITATION TO APPLY FOR ELIGIBILITY AND TO RE-BID

PNOC Exploration Corporation (PNOC EC) invites interested contractors to apply for eligibility and submit sealed bids for the **HAULING OF COAL AND OTHER BULK CARGO FROM BATANGAS COAL TERMINAL TO VARIOUS CUSTOMERS (BT04-1257 R2)**. The contract duration is One (1) Year.

The approved budget for this contract is Php101,490,000.00 chargeable against PNOC EC funds.

Eligibility and Bid Documents shall be available for issuance at the above address from the Contracts Assistant (c/o Mr. George N. Alejandro) starting **August 22, 2005** upon payment of non-refundable fee of PESOS: One Thousand Five Hundred (PHP1,500.00).

Eligibility of prospective bidders to participate will be based on compliance to eligibility requirements, using pass/fail non-discretionary criteria, as specified in the Implementing Rules and Regulations-A (IRR-A) of RA 9184, The Government Procurement Reform Act. Only those Bids from Bidders who pass the eligibility check shall be opened and to be awarded to the Bidder with the Lowest Calculated Responsive Bid, provided that the concerned Bidder shall pass the post-qualification process

For the purpose of clarifying certain issues, a pre-bid conference will be held on September 6, 2005, 2:00 p.m. at the PNOC EC Head Office, Bldg. 1, Energy Center, Fort Bonifacio, Taguig City.

The Eligibility Requirements and the Bid Documents, composed of two (2) sealed envelope, the first envelope containing the Technical Bid and the second envelope containing the Financial Bid shall be submitted in two (2) sets each to the Bids and Awards Committee not later than 3:00 p.m. of September 19, 2005 at the PNOC EC Conference Room, located at the above address and shall be publicly opened immediately thereafter. Late Bids shall not be accepted.

PNOC EC assumes no responsibility whatsoever to compensate or indemnify bidders for any expense in the preparation of the bid. Moreover, PNOC EC reserves the right to reject any or all bids or parts thereof, to waive any formality in the bid requirements, declare the bidding a failure, or award the contract to the bidder whose offer is the most responsive, lowest calculated bid, and most advantageous to the government.

This publication is also posted in our website at www.pnoc-ec.com.ph and in the DBM website at www.procurementservice.net.

JOSE M. EIJANSANTOS
Chairman
Bids and Awards Committee

(PDI – Aug. 19, 2005)

For Sale
HIGH DRIVE BELGIAN MALINOIS PUPS

2 months, with shots and papers
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4 female P14,000.00 each
Look for Mr. Boy Lee: 9413242 • 9340188

Iyo ang Katarungan with Mayor Andaman

MARAGONDON City, the northern part province of Cavite, one of the landmarks in our Philippine History, is where Andres Bonifacio had his last breath. On the program "Iyo ang Katarungan" hosted by the Court Administrator of the Supreme Court-Justice Presbitero Velasco, Jr., will discuss different developments regarding population, crime rate, health, projects and activities, its forest preservation or the forestry law and the anti-logging campaign of Maragondon Cavite. You'll get these and more on Aug. 21, 10 p.m. Sunday on IBC 13 with no less than Mayor Monte Andaman who's in his second term as its City Mayor.

The show "Iyo ang Katarungan" a public service program continuously informs the public about new passed laws (Ignorance of law excuses no one). On the following episodes of "Iyo ang Katarungan" will feature Court Trials on different cases concerning land, reckless imprudence and many others. This will be a narration of court proceedings and what a complainant or aggrieve party shall do. The program intends not only to inform but to educate its televiewers. "Iyo ang Katarungan with Justice Pres Velasco" is produced by Millicent Productions, Inc.

Rebap corner

NATIONAL Board of Directors 2005, headed by Ms. Ma. Carlota "Cherith" A. Domingo with some of new board members, National Director Eden Dela Cruz, Chair Danilo Y. Santos, National VP for External Affair Eller V. Garcia and National Treasurer Noel N. Cobangbang have just concluded their successful Visayas Chapter Visitation last July 12,13 and 14 in Cebu and Bacolod

Rescop sets oathtaking

THE REALTY Service Council of the Philippines (Rescop), the advisory body to the Department of Trade and Industry on matters related to the realty service practice, will be holding its 20th Oathtaking Ceremonies of New Real Estate Brokers and appraisers who successfully passed the November 2004 Licensure Examinations conducted by the Department of Trade & Industry (DTI) – Bureau of Trade Regulation & Consumer Protection (BTRCP) Aug. 27, 5 p.m. at the Kalayaan Hall, Club Filipino, Greenhills, San Juan. DTI Acting Secretary Peter B. Favila is invited Guest of Honor and Speaker, while BTRCP director Victorio Mario A. Dimagiba will administer the oath.

Banco de Oro will be presenting its Home Loan Program and other services. Cathay Land and PDI has also confirmed their sponsorship. Other developers will also be present to promote their projects.

All examinees who passed the recent real estate Brokers and Appraisers examinations and previous passers who have not yet taken their oath are enjoined to participate in the event. Likewise, all national and chapter/board real estate association officers and members are cordially invited to attend the Fellowship that will follow afterwards.

For inquiries, call Rescop Secretariat at (3732280 • 3732281 • 09198395623)

MARKETING
CONVERGENCE

Marketing Institute of the Philippines
The Education and Training Arm of the
PHILIPPINE MARKETING ASSOCIATION
presents a seminar on

10th BASICS OF MARKETING A TO Z

August 23, 24 & 26, 2005
1:00 PM – 6:00 PM
Dusit Hotel Nikko, Makati

This seminar aims to provide marketing participants the dynamics, concepts and essential tools needed to design exceptional marketing programs and thus making them an effective marketing practitioner.

Target Participants

This seminar is specifically designed for those who may already be doing a marketing management function but whose academic preparation is not marketing. They can be front-line, mid- and upper-level managers in brand management, sales, customer relations, advertising, promotions, media and public relations.

Seminar Objectives

At the end of this seminar on Basics of Marketing A to Z, participants will learn the current key marketing concepts like the macro and micro of marketing, better applications of the 4P's (product, place, price and promotion), consumer behavior and target marketing. The seminar aims to help participants in designing an effective marketing plan.

Methodology

Lectures, exercises, and in-class application projects relate specifically to the workplace, thus participants can immediately apply the new dynamics and concepts learned from the program.

SEMINAR PROGRAM

Day 1 – August 23, 2005 (Tuesday)
Introductory Session – 1:00 – 1:30 pm
Session Chair: MR. HERMIE DEL ROSARIO
Marketing Consultant, Super East Asia

Session 1 – 1:30 – 3:30 pm
IMPLEMENTING THE BEST PRACTICE PROMOTIONAL STRATEGIES
Speaker: MS. ICHAY BULAONG
Managing Director, ARC Worldwide Philippines

Session 2 – 3:45-5:30 pm
MAXIMIZING MARKETING MIX IN THE DIGITAL BUSINESS ENVIRONMENT
Speaker: MR. BIENVENIDO S. POLICARPIO
Executive Vice President, Prudential Life Plan, Inc.
President & CEO, Dale Carnegie

BRIEFING ON THE FINAL PROJECT – 5:45 – 6:00 pm

Day 2 – August 24, 2005 (Wednesday)
Link Up Session – 1:00 – 1:30 pm

Session 3 – 1:30 – 3:30 pm
CONNECTING WITH YOUR CONSUMER THROUGH EFFECTIVE INTEGRATED MARKETING COMMUNICATION (IMC)
Speaker: MS. MA. TERESA VILLANUEVA
Senior Executive Officer, Jimenez Basic

Session 4 - 3:45 – 5:30 pm
FOCUSING ON CONSUMER BEHAVIOR AND THE BUSINESS ENVIRONMENT FOR EFFECTIVE MARKETING STRATEGIES
Speaker: Ms. VICKY ABAD
Commercial Director, Taylor Nelson Sofres

BRAINSTORMING – 5:30 – 6:00 PM

Day 3 – August 26, 2005 (Friday)
Link Up Session – 1:00 – 1:30 pm

Session 5 – 1:30 – 3:30 pm
SEIZING THE FUTURE FOR YOUR BUSINESS THROUGH MARKET SEGMENTATION, TARGETING AND POSITIONING
Speaker: DR. ANICETO FONTANILLA
President, The Asia Pacific Center for Research

PRESENTATION OF CASES/SUMMATION – 3:45 – 5:30 pm

Registration Fees

PMA Member :	Php 5,000.00
Non-PMA Member:	Php 6,000.00

For inquiries, please call the **Philippine Marketing Association** c/o **Ms. Lydia Marinas** at tels:
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GERONIMO GALOS JANO

of Guio-Ang, Guindulman, Bohol

Peacefully joined his Creator on August 16, 2005
at the age of 67.

His bereaved wife **Candida Simbajon Jano** and children **Gerry & Felly, Carila & Rico, Emilia & Fernan, Oliva & Tino, Eugene,** and **Fenny**; grandchildren **Sonny Boy, Ryan, Evangel, Aaron, Tricia, MJ, Jacob,** relatives and friends request the pious readers to pray for the eternal repose of his soul.

His remains lie in state at 104 Upper Banlat, Tandang Sora, Quezon City. Interment will be on Sunday, August 21, 2005 at the La Loma Memorial Park.

"For God so loved the world, that He gave His only begotten Son, that whoever believes in Him shall not perish but have everlasting life."
John 3:16

YU SAM
a.k.a. THOMAS YOUNG

Has joined his wife, "Berta" and peacefully rests
in the infinite warmth and embrace
of our Lord on August 17, 2005 at the age of 91.

His loving children **Wilson** (†) & **Norma, Lorna & Tomas, Dennis & Rosa, Fortunato & Marieta, Betty & Henry, Yeung Sik Ng & Huy Ya, Yeung Sik Ong & Sim Hi** and **Wendy & Li Yong**; his grandchildren, great grandchildren, relatives and friends request for prayers for his eternal happiness.

His remains lie in state at La Funeraria Paz Inc., Assumption Chapel (Chapel 4) at C.M. Recto Ave., Sta. Cruz, Manila.

Interment will tentatively be on Sunday,
the 21st of August, 2005 at the
Manila Memorial Park,
Parañaque at 9:00 a.m.

"Eternal life will swallow up that which can die. God made us for this very reason and He has given us the Spirit as a guarantee that we will live again."
2 Corinthians 5:4-5

Our Dearly Beloved
Nanay

CRISTINA S. SANTOS

of Santa Cruz, Laguna

Peacefully joined our Lord on August 13, 2005.

Her husband **Ching Giok Gim**; loving children **Tommy & Jinky, Barbs & Bert, Elena & Jun**; grandchildren **Mikko, Marro, Marky, Kat, JR** and **Pao**; great grandchild **Wacky**; sister **Charing**; nephews and nieces and other relatives request the pious reader to pray for the eternal repose of her soul.

Interment will be on Sunday, August 21, 2005 at Himlayan ng mga Anghel after the 9:30 a.m. Mass at IFI Our Lady of Maulawin Parish Church, Sta. Cruz, Laguna.

Our most loved

CONSUELO RANILLO GATCHALIAN

Peacefully moved on to a better life
with the Lord
on August 18, 2005 at the age of 79.

She is fondly remembered by her children **Pinky, Ed** and **Sally**, her grandchildren **Geoffrey** and **Gayle**; sisters **Virginia Papa** and **Gloria Armada**, together with all her relatives and friends and to those who in one way touched the life of our beloved Consuelo. She will be greatly missed. We request the pious reader to pray for the eternal repose of her soul.

She lies in state at Funeraria Paz, Chapel A3, Araneta Ave., Quezon City.

Cremation will be on Sunday, August 21, 2005 after the 1:30 p.m. Mass.

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AMELITA BELAMIDE MACATANGAY

*has joined her husband, **Pedro Jr.** and her son **Carlo**,*
and peacefully rests in the infinite warmth and
embrace of our Lord on 16 August 2005 at the age of 73.

Her children, **Maria Angeles Bantegui, Rosario M. Ramos, Romeo Pedro Macatangay** and **Maria Cecilia M. Avila**, in-laws, grandchildren, relatives and friends request for prayers for her eternal happiness.

Her remains lie in state at the Santuario de San Jose Church in Greenhills, San Juan.

Interment will be in the morning of August 21, 2005
at the Manila Memorial Park, Sucat, Parañaque.

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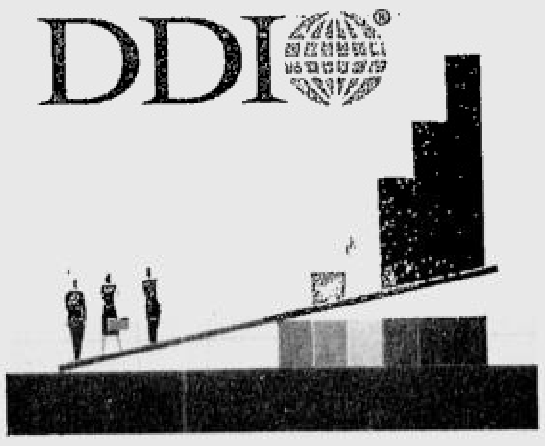

LEADERSHIP+TECHNOLOGY:
Leveraging Online Support to Accelerate Leadership Development
With Pete Weaver
SVP of Leadership Solutions and Chief Learning Officer
Development Dimensions International (DDI)

Thursday, September 8, 2005, 1 to 5 p.m.
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How can technology be leveraged to grow and guide leaders? On September 8, see how over 400 organizations across the globe have used online solutions to accelerate their most important resources—human resources. Learn how DDI offers a comprehensive approach to diagnosing individual and group leadership development needs and providing online resources (not courses) for leaders to build critical skills.

Register today to this free event! Due to limited slots to LEADERSHIP+TECHNOLOGY, we will accommodate a maximum of three participants per company. To register and inquire for details, please contact Karina Pessumal at kpessumal@sgvddi.com.ph or 638-2061 loc. 219 on or before Friday, August 26. DDI is a global, U.S.-based human resources consulting firm powering selection success, developing extraordinary leaders, and unleashing executive talent. Discover how at www.ddiworld.com or 638-2061.

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Business

Gov't seen revising economic targets

By Michelle V. Remo

THE GOVERNMENT said it would review its macroeconomic assumptions, with the possibility of lowering growth targets for the next five years, in view of the worsening oil situation.

The interagency Development Budget Coordination Committee (DBCC) is set to meet two to three weeks from now to revisit the country's medium-term targets for the gross domestic product, gross national product and inflation.

Economic officials said they were expecting that by then, the suspension of the expanded value-added tax law would have been lifted. The implementation of the VAT law is seen to further jack up prices and dampen economic growth in the short term.

"The DBCC will review the economic indicators but what we (the National Economic and Development Authority) are really pushing for is the promotion of the efficient use of oil," said Neda Director General Augusto Santos.

Under the Medium-Term Philippine Development Plan (MTPDP), the country's gross domestic product is targeted to grow by 5.3 to 6.3 percent this year and by as much as 8 percent in 2009 and 2010.

Earlier, the Neda reset the 2005 target to 5.3 percent in view of the decline in global demand for exports and the ill effects of the El Niño weather phenomenon on agricultural output.

Santos said that for now, the Neda was sticking to the GDP growth target of 5.3 percent despite the surge in oil prices to unexpected levels.

Santos, however, said that should oil prices remain at $60 per barrel, the GDP growth for 2005 would be at 5.2 percent. If oil prices reach $70 a barrel, he said, GDP growth would only be 5.1 percent.

As for inflation, Santos said consumer prices would increase by an average of 8 percent this year if oil prices remained at $60-per-barrel level. Inflation would shoot up to 8.1 percent if the price of oil reached $70 a barrel, he added.

The latest inflation projection is much higher than the government's original target of 5 to 6 percent.

The oil problem has prompted certain sectors to call for the deferment of the implementation of the VAT on oil and electricity. The administration, however, is inclined to push through with it.

Economic officials said further delays in the implementation of the VAT law would cause more problems.

Santos said the Neda supports the implementation of the VAT, explaining that the "pain" would be felt only in the short-term. In the long run, the tax measure would give way to better infrastructure and basic services that will in turn attract more investments, he added.

HIGHER oil prices have become a major economic concern and could pose a national security threat to the country, government officials and economists warned. AFP

SMC glass unit starts P3-B expansion

By Elizabeth L. Sanchez

SAN MIGUEL Corp. is spending more than P3 billion for the upgrade and expansion of its glass facility in Cavite to enable the company to keep up with the expected rise in demand for glass packaging.

Under the project, SMC subsidiary San Miguel Yamamura Asia Corp. will put up a second furnace adjacent to its existing plant in Imus, Cavite.

The project, called SMY 2, will increase SMY's glass production to 80,000 tons upon the project completion in 2006.

The first phase of SMY 2 involves the construction of a two-story production and warehouse building equipped with state-of-the-art machines for raw material batching and melting, bottle forming, inspection and packing.

Demand for glass has been increasing as it remained the preferred packaging material in the beer, liquor and beverage industries.

SMY exports glass to Australia, North America and to some countries in Asia.

The expansion program will enable SMY to further expand its export markets. It is expected to support SMC's thrust to become one of the major players in the region.

San Miguel currently has four glass plants and one glass molding plant in the country. It also has one glass plant each in Vietnam and China.

In the meantime, Philippine beer sales revenue of San Miguel during the first half of the year rose 11 percent to P20.44 billion from the 2004 period.

Last year's record volume has been sustained as the San Miguel Beer Division (SMBD) continued to implement innovative marketing programs.

SMBD-Philippines' operating income in the first semester increased to P4.33 billion, an 8 percent gain from 2004.

Consumption-creation activities were actively pursued during the first half through such programs as "SMB Sarap Magbabad, Summer na Walang Katulad" beach parties in leading vacation spots and commercial centers in the country.

6 oil, gas exploration contracts to generate $94M in investments

By Abigail L. Ho

AT LEAST $94.5 million in investments have been committed to develop oil and gas prospects covered by six petroleum service contracts.

The contracts awarded by the Department of Energy covered prospects in West Palawan, Northwest Palawan, Mindoro-Cuyo basin, East Visayan basin, Pita-San Jose in Northern Cagayan Valley and Sulu Sea.

All six contracts provided for a seven-year exploration schedule, with the first two years to be focused on gathering geological and geophysical data, and drilling of an exploration well.

Service Contract 56 (SC 56) was granted to a group composed of BHP Billiton Petroleum Pty Ltd., Amerada Hess Ltd., Unocal Sulu Ltd. and Sandakan Oil II Llc. The group will invest $43.85 million for oil and gas exploration over 8,620 hectares off Sulu Sea.

SC 55 group Ottoman Energy Ltd., Australasian Energy Ltd. and Trans-Asia Oil and Energy Development Corp. will invest $12.4 million in a 900,000-hectare area in West Palawan.

SC 54 contractor Nido Petroleum Philippines Ltd. will sink in $24.4 million to a 537,616-hectare area in Northwest Palawan.

Indian firm Laxmi Organic Industries holds the license for SC 53, covering a 600,000-hectare area in the Mindoro-Cuyo basin. The firm has committed to invest some $5 million.

For exploration in Piat-San Jose, Northern Cagayan Valley, the DOE awarded SC 52 to EF Durkee and Associates, which will infuse $5.2 million into the project.

The DOE awarded SC 51 to a consortium composed of Alcorn Gold Resources Corp., Trans-Asia Oil and Energy Development Corp. and PetroEnergy Resources Corp. for oil and gas exploration over 440,000 hectares in the East Visayan basin. It will invest $3.7 million.

Gov't asked to keep ecozones' incentives

WORRIED over the possible exodus of economic zone locators, the Department of Trade and Industry has called on the national government to defer moves to collect taxes and duties from ecozone locators.

Trade and Industry Secretary Peter Favila said the DTI has forwarded to the Department of Finance its request for a status quo in the economic zones at least until the issue on whether the locators are exempted from tax and duties is resolved.

"This problem was brought to our attention by foreign business chambers. I met with Finance Secretary Teves and requested the DOF not to make any move for now," Favila said.

In two separate orders, the Supreme Court ruled that locators in Clark economic zone and Camp John Hay should not have been given the tax perks because there was no legal basis for their incentives.

It said that Republic Act No. 7227, which is used by economic zones as basis in granting tax and duty exemptions to locators, covered only Subic economic zone firms.

Favila said the DTI was hoping the DOF would maintain status quo at least until a legislative measure to legitimize the granting of incentives to ecozone locators was established. *Michelle V. Remo*

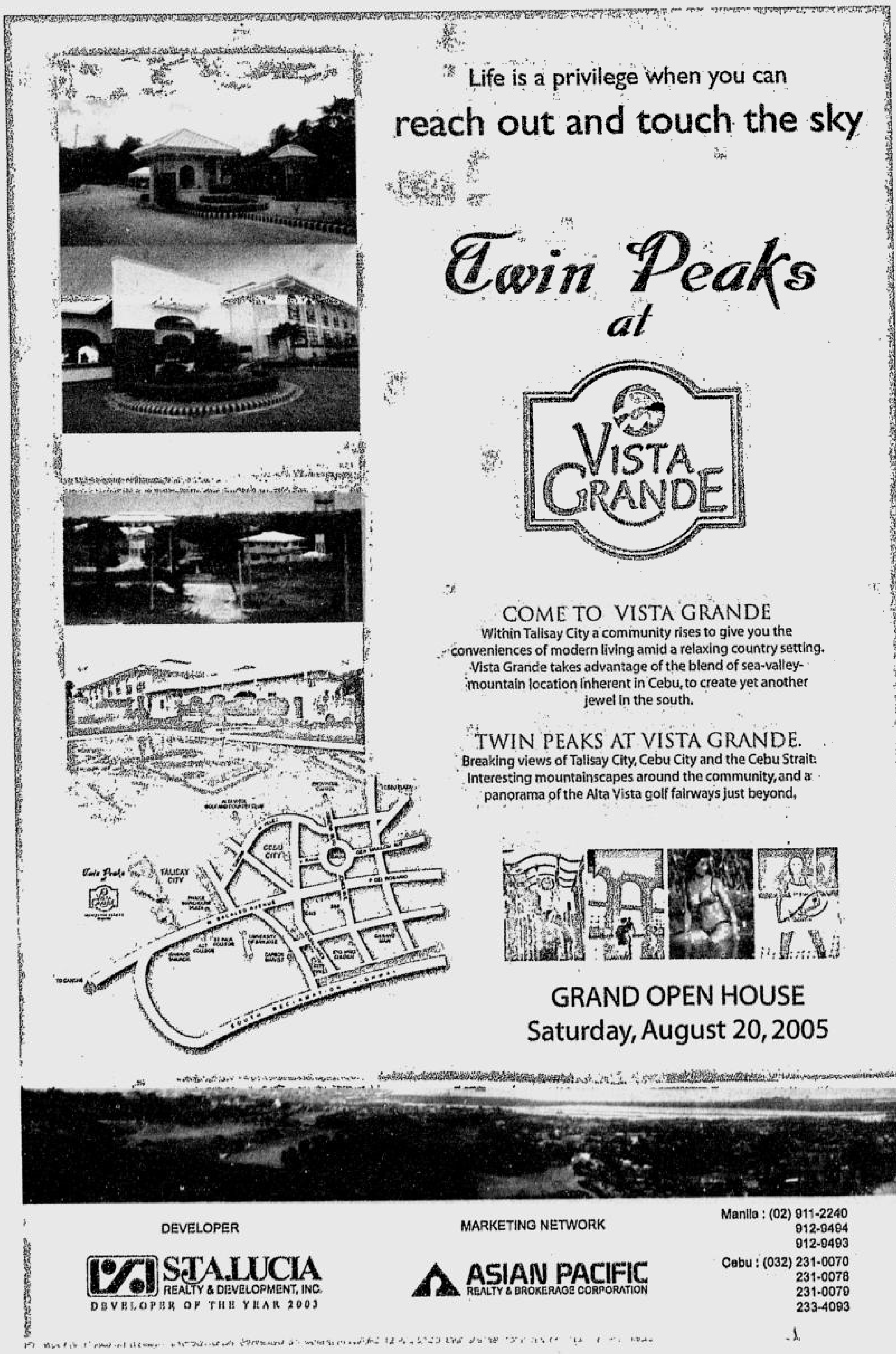
BAP, Customs sign deal

THE BANKERS Association of the Philippines and the Bureau of Customs yesterday signed an agreement for the development of an electronic/Internet banking system for the bureau.

The deal, signed by BAP president Cesar EA Virata and Customs Officer-in-Charge Alexander M. Arevalo, involves Project Abstract Secure System 5 (PASS 5), which will allow 24-hour, 7-day electronic/Internet banking service for BOC transactions, such as payment of duties and taxes.

PASS 5 aims to eliminate manual encoding of importer and import information at the bank; reduce payment processing time to less 20 minutes (from BOC's request for payment to receipt of payment confirmation from the AAB); upgrade BOC's internal cash and non-cash payment systems; upgrade the existing payment system to allow connectivity with BOC's Internet portal, and improve the bureau's collection monitoring and reconciliation processes.

The project forms part of the ongoing P500-million Asycuda-World (Automated System for Customs Data-World) Computerization Project of the bureau.



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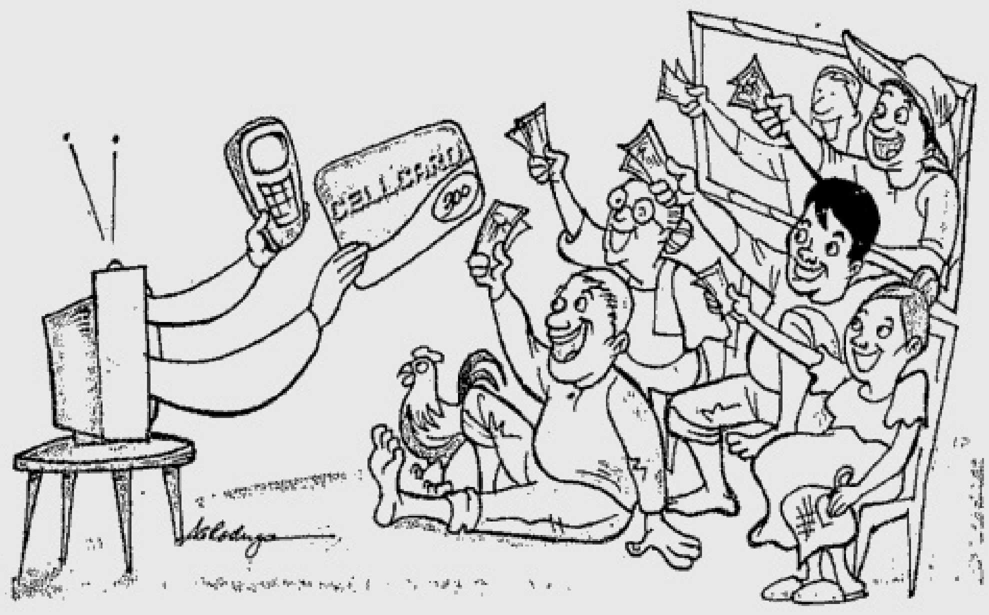
BUSINESS Friday

Business Features Editor
Margie Quimpo-Espino

Setting selling sights on rural consumers


CELLCARD
300

By Marlet D. Salazar

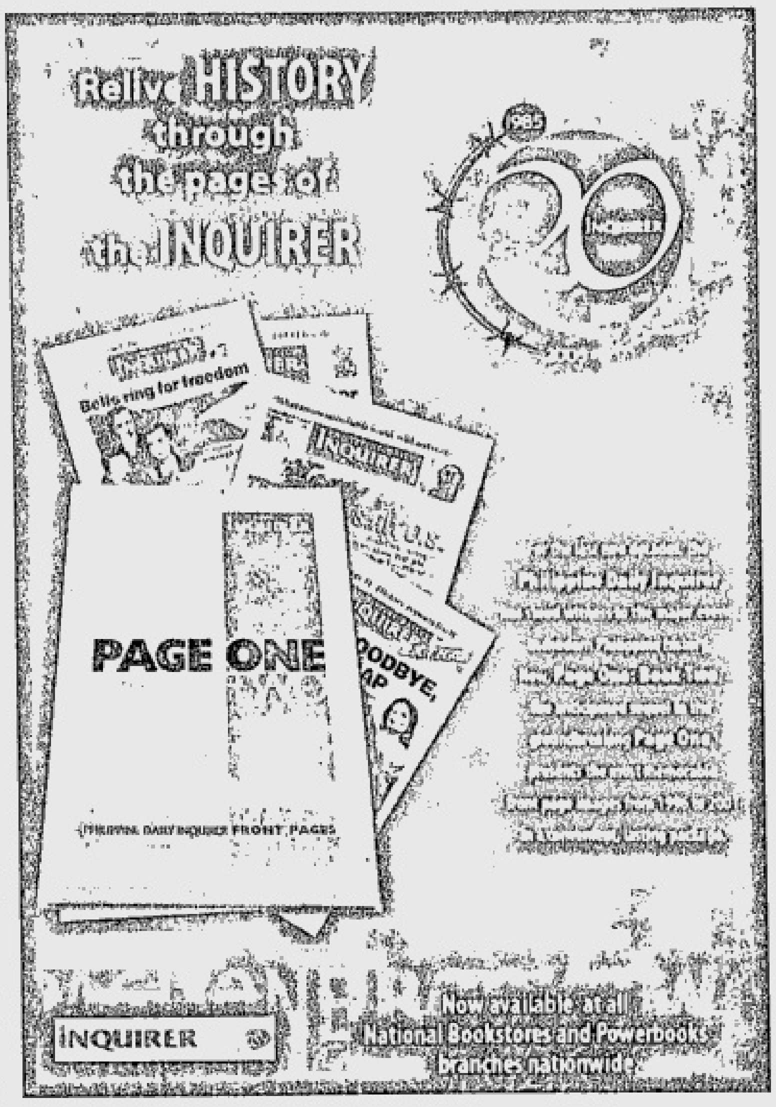
THE HIGHER purchasing power of the urban consumers compared with their rural counterparts is one of the reasons most companies concentrate their marketing and product distribution on this market segment.

This, without realizing that more than half of the Philippine population is represented by the rural consumers.

The sensibility of the rural consumers is sometimes overlooked although there are a few companies that saw its potential as a niche market.

The purchasing potentials of rural consumers have been researched and studied in

SETTING/ B2-2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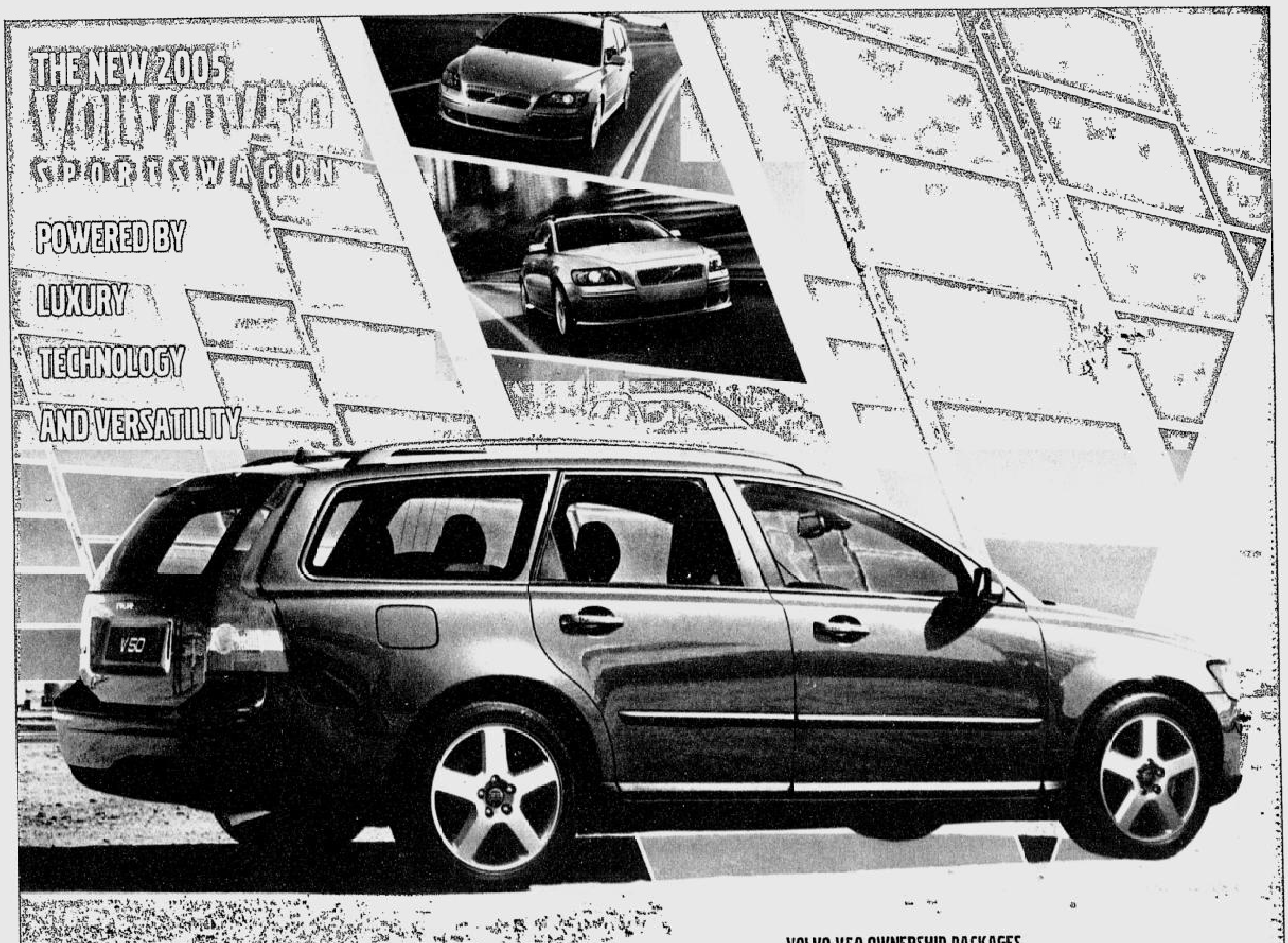
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After spoofing brands, firm puts up a 'branded' line

By Senen Bravo

HUMOR can be profitable.

Spoofs Ltd. Inc. owner Carlo Anthony Dobles, 35, found this out during his college days at the Ateneo de Manila University.

His knack for parody has created over 140 T-shirt designs which have recently upped franchisees' interest.

Spoofs recently launched its "branded" line of T-shirts at the Alabang Town Center, SM Megamall and Pampanga. SM Baguio and Manila will be the next stops.

"This is a totally new concept in T-shirt design since we tapped into the retro and cultural icons market. We have over 70 designs. Why not wear a shirt with Tito, Vic and Joey on it instead of Che Guevarra," says Dobles.

Dobles and his partner Andrew Marcelo sought TV stations' permission before using logos of "Home Along da Riles," "Palibhasa Lalake," and "Baltic and Co." in their new venture. Brands like Lipa buko juice and Lapid's *chicharon* are also in the lineup.

The idea for Branded came to Dobles last year. He thought of it as a unique Filipino concept which can rival foreign brands.

THE MARCELO and Dobles (right) duo continue to set trends in T-shirt designs.

JANE PADUA-BRAVO

Fighting bootlegging

"Branded is a complement to Spoofs, that is, they work side by side: one is comic while the other is alternative," says Dobles.

He believes his new venture can help fight bootlegging.

"Pirated shirts can even be found at some malls. So with Branded around, we hope to weaken the illegal trade a bit," says Dobles.

He turned to the Net for the designs while Marcelo started looking for a licensing coordinator and an artist.

"Our coordinator negotiates with companies like broadcast stations while the artist handles our 70 designs. Wrapping up all this took three months," says Dobles.

He also took a cue from T-shirt designers in the United States.

"These designers go for old brands, which are very fashionable, and we have seen how Budweiser capitalized on that," says Dobles.

Convincing brand owners

Sarao was the first brand to hit Dobles. They went to the owner, who was reluctant at first, and clinched a deal.

"Because Sarao for so many years has carved a niche in our consciousness and has a strong brand recall. However, the owner had second thought because '*baka i-spoof n'yo ang* Sarao,'" says Dobles.

Lapid's chicharon also shared the same reservation before relenting.

THE IDEA for Branded is aimed at creating a unique Filipino concept that can rival foreign brands.

"They thought "*baboy na nga ang tinda namin bababuyin nyo pa*," says Dobles.

They also won the approval of White Rabbit, Vicor Music, GMA 7 and ABS-CBN to use their products and programs. People can now relieve the '80s with "That's Entertainment," "GMA Supershow," "Penthouse Live" and "Martin After Dark" T-shirts.

"In the case of Vicor we had a hard time since the company has no digital files of album covers. We settled for its worn out ones," says Dobles.

Dobles and Marcelo are still negotiating with Spartan and San Miguel for its Lager Lite, Pale Pilsen, Cervesa Negra products.

Earlier, Spoofs set up Print Wiz, which serves the printing needs of other T-shirt designers. Mugs, key chains, bags, jackets and even boxer shorts were later added to the Spoofs line of products.

Dobles also came up with Spoofs Cafe at Shangri-La where coffees appeal to Filipinos' taste and comic spirit wafts.

"We offer Chocnut Frappe, Hiro Mudslide Milkshake and Peanut Butter Milkshake. They come in dwende, lake and higante sizes. Of course, there's a corner for Spoofs shirts," says Dobles.

Beginnings

Spoofs Ltd. Inc. started out as a school project that blossomed into a full-blown business. That was not on Dobles' mind when he went into the business as part of an entrepreneurial management class.

"We chose T-shirt printing because we thought it was an indie thing at the time," says Dobles, a management engineering graduate.

Despite his parents' objection, he remained focused.

"They wanted me to apply for a job at a multinational company," says Dobles, who pressed on creating a trend.

Coming up with a business name proved as easy as cracking a joke.

"Spoofs turned out to be the most natural name because spoofing is my forte," he says.

With a loaned P18,000 capital, the group set up a booth on the campus, selling 1,200 pieces of T-shirt with three designs (Bolo, United Couples of Banatan, Timberlang). At P145 each, Spoofs shirts beat the signature brands at the time.

"At first students were taken aback, but humor did its job and word of mouth did the rest," says Dobles.

To pay for the loan before the school year ends, the group went to a boutique in Greenhills and settled for a consignment deal.

"We were killing time at the Ateneo library when I came across a Polo ad in a GQ magazine," remembers Dobles.

He spoofed the Polo ad into a bolo-wielding farmer riding a carabao. Soon the Bolo (Polo) design was born followed by United Couples of Banatan (United Colors of Benetton) and Timberlang (Timberland).

To start off, they sought a printer who would improve on their rough design.

"Anthony was the class clown. He could find humor in almost everything. Good thing he used his gift to profitable use," says Marcelo, Spoofs co-owner and chair.

Dobles is adept at finding something his mind can play on.

"I was driving when I saw Michael Jordan's billboard," says Dobles, who morphed Nike into Pike.

Salvatore Ferragamo, another high-end brand, didn't escape Dobles' play for words. It became Suotmotopre Faragwapo.

Sometimes, his idea appears to be a social commentary.

"Coming from flood-prone Marikina, I designed Bahana Republic (Banana Republic)," says Dobles.

Dobles and the group turned to Cinderella and Rustan's, but failed to get their nod. The owners thought it was too risky.

Gift Gate, however, opened its doors to Spoofs.

"Gift Gate's 21 branches carried our shirts on consignment," says Dobles.

In 1994, booths would sprout in SM Megamall, Glorietta and Festival Mall. Dobles and his mates would come all the way from the printer to do the packaging. Today, Spoofs has 16 company-owned branches and nine franchises.

"We decided to go into franchise in 2000 to meet the demands from the provinces," says Dobles.

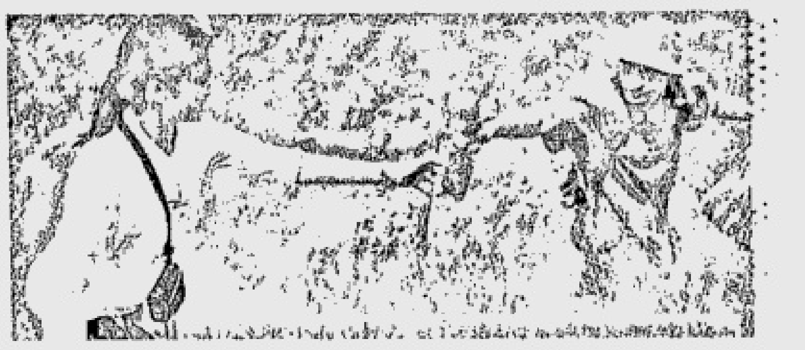
A fiver-year franchise is worth P175,000, he says, adding that half of the franchise holders are family friends.

Spoofs has remained affordable through the years.

To keep his employees motivated, Dobles takes time to know their concerns. He even asks them for jokes fit for a Spoofs design.

"Taking care of your manpower is one way of ensuring that the business would thrive," says Dobles.

For Dobles, wearing a shirt and a smile go hand in hand.



SMART workers have planted trees in Mt. Banahaw, along the Mariking riverbanks and in Cebu and Iloilo.

What Smart employees do to help others

By Frank Cimatu
PDI Northern Luzon Bureau

BAGUIO CITY—Sometimes when you get text messages inviting you to a chat with some celebrities or to download ring tones for a fee, you get a feeling that behind these telecommunication companies are heartless people thinking of innovations to get your money.

The companies are out to show the world that they do care for the community they work in. And they are doing that with the same determination and zeal they show in giving you those ring tones and love chats.

Darwin Flores is Smart Communication's official "conscience," being the senior manager for community partnership.

Flores used to move in the NGO (nongovernment organizations) community, having worked with the office of former Sen. Wigberto Tañada and later with international environment NGOs like Conservation International where he was assigned in the Mekong area in Asia.

Two years ago, he joined Smart to lead the company's community service program.

The program is funded by the employees' initiatives budget, said Flores. Under that scheme, employees can choose what they want to do with their contribution with only a little prodding.

The volunteerism program is officially known as the "Smart Employees Responding as Volunteers in the Community and Environment" or Service.

Flores admitted their environment-related program is "elementary" compared to what he does in Conservation International.

But he noticed that the employees show their competitiveness even in the simple act of planting trees.

He cited the experience of Smart employees in Cebu who planted mangrove saplings.

Flores said the employees took on themselves to plant as many saplings in record time, doing so with 13,000 mangrove saplings in just three hours.

Smart employees had since planted trees twice in Mt. Banahaw in Quezon, along the riverbanks of Marikina City and in the mountains of Cebu and Iloilo and in Mt. Sto. Tomas here.

The most famous undertaking of Service is the Banglos sculpture project.

Flores said the Smart employees were doing volunteer teaching in General Nakar, Quezon, which was devastated by mudslides.

The volunteers noticed the thousands of logs and driftwood that were washed down from the mountains. They learned that villagers in Banglos were making money converting these to charcoal at P65 a sack.

Service decided to tap noted Manila sculptor Rey Paz Contreras to hold workshops for residents of Barangay Banglos. The villagers gained confidence in their folk art and their sculptures can now command a price of up to P5,000 apiece.

Another grand project of the volunteerism program is the Smart Schools Program (SSP).

Under the SSP, public high schools were provided with computers and Internet access and the teachers and pupils were given computer literacy training.

The program was launched in December last year with three schools as pilot areas: Malabon National High School, the Science Technology Education Center in Lapu Lapu City, and soon, the Jolo National High School in Sulu.

Smart also adopted national high schools in Bulacan, Angeles City, Batanes, Northern Samar and Cebu.

Recently they set up the SSP at the Ilocos Norte National High School in Laoag City and the Baguio City National High School–Loakan Annex. Both schools were connected to the Internet via Smart WiFi of the wireless broadband. The WiFi is provided free for a year.

Setting up of the computers and Internet access cost from P150,000 to P1.2 million.

In the BCNHS here, the company only provided Internet access and two more computers because the school has ample computer facilities.

Among the coming projects of Service is to provide cellular phones to fishermen who are guarding fish sanctuaries.

He said their philosophy in Service is similar to the success of their electronic load (e-load) program.

"The e-load program is very successful because of its bottom of the pyramid approach," he said. "The C-D-E market is a very potent business market," he added.

Setting selling sights on rural consumers

From page B2-1

other countries. In the Philippines, information on rural areas is often dependent only on government data.

What makes up the rural consumers? What concerns them the most? What are their wants, needs, behavior, passion, concern, and motivation in life? How well can you communicate your products to them?

Ruralsight is a research study conducted by media research agency Starcom Worldwide Philippines. It notes that 52 percent of the 80 million Filipinos is a potentially strong and critical market to focus on. The strength of the rural consumer is its number, according to Olive Crisostomo, research and strategic planning director of the agency.

The study also revealed the similarities and differences of the urban and rural consumers. The study provided a detailed information on socio-demographic profile, media consumption habits, product consumption levels, purchase habits, lifestyle indicators, and even leisure activities of this market.

Consumer insights are a major component of the agency's Fueling Brand Power (FBP) positioning in creating contact innovation that provides brand value for clients. The results yielded by the study could easily pave the way for the success of an advertising. concept in reaching out to every market possible.

The findings

Although ownership of television sets in most rural areas—characterized as rural Luzon, rural Visayas, and rural Mindanao—are relatively low, the level of daily TV viewing is higher than radio listening. About 65 percent of the respondents surveyed watch television as against 53 percent who listen to the radio. TV is seen as the most viable entertainment medium in the rural market and not radio.

"Ruralsight found out that they (rural consumers) could still enjoy watching TV through communal viewing," Crisostomo said. "It is prevalent in the rural market particularly in the Visayas and Mindanao."

Still, radio is the most indispensable medium for rural consumers for the early morning news, the study showed.

The urban dwellers have been served with an assortment of entertainment. Residents in the rural areas, although with limited choices, still found other forms of entertainment. In connection with communal viewing, watching videos in the neighborhood is also becoming a favorite pastime. The study showed that the ownership of VCD or DVD players in the rural market is significantly lower compared to the urban market.

"But the incidence of watching videos in the rural areas is even higher as compared to that in the urban market," Crisostomo said.

The necessity of a cell phone has bridged the gap of urban and rural consumers, according to the study. There may be a difference in the number of mobile phones ownership but the two markets share some similarities in "load" consumption.

"In terms of the amount of money spent by cell phone owners," Crisostomo added, "the range is at P300 a month." And even in the type of subscription, rural consumers share the urban consumers' preference for prepaid accounts.

The absence of big malls, bars, and amusement parks allows people in rural areas to engage in street sports activities, especially with the male population.

The study done by Starcom resulted in the discovery that most female rural residents spend their time in home-based leisure activities. This could also be the reason magazines, newspapers, comics, cable TV, cinema, and the Internet, which require cash outlay, are not as popular among these consumers.

The study also noted the impact of new trends to the rural consumers. Crisostomo said, "What may be new to them may have already been outdated for us (city dwellers)." It can be in terms of fashion or in some other forms of fad.

Respondents

The research study was done in one month between August and September last year. Almost 3,000 rural consumers from 1,800 households were personally interviewed with the aid of a structured questionnaire.

There were two types of respondents who figured in this field study: First is the Male/Female Probability Respondents, aged 10 and above; the second is the Main Shopper Respondents or the person who selects at least half of the products bought for the household.

"In terms of sampling design (I would presume) it's a stratified sampling," said Crisostomo, "Within the stratum the researchers did proportional sampling. We want to make sure that we can read or we should have enough sample base for each of the market segment that we are interested in."

"It can clearly differentiate the complete profile of the rural from the urban consumers," Crisostomo said.

"We now know better how to make the connection with them that will allow us to gain a better perspective of the rural market."

HOUSING development exhibit at the World Trade Center.

Firm offers flexible housing terms

DMCI Homes recently showcased its real estate developments at the Creba exhibit offering flexible terms.

DMCI Homes is the real estate business arm of construction giant DM Consunji Inc. which went into the development of upscale mid-rise condominiums.

It offers 10 percent down payment terms amortized over a number of months and monthly payments of as low as P12,000.

The firm hopes to fill in the demand for middle income housing by urban professionals.

During the Creba exhibit at the World Trade Center on Roxas Boulevard, the company displayed highlights of its now fully developed communities conveniently located near major business centers in Makati, the Global City at The Fort, Ortigas Center, Libis Commercial Area and Greenhills.

DMCI Homes is confident of the industry's growth potential this year.

DMCI Homes units are built inside exclusive communities.

A DMCI Homes official said: "We offer in-city living that allows traveling from home to the workplace at a considerably reduced time."

He added that the development's unmistakable feel of exclusivity provides another reason that weighs heavily in favor of the company's properties.

But what will finally tip the scale is the cost factor. "We have payment schemes that are easy on the buyer's budget."

For more info, call 888-3333

Bright spots in retail amid bleak times

By Tina Arceo-Dumlao

RETAILERS, like most Filipinos, are resilient people.

They too are rocked by political and economic turbulence, but they press on in search of opportunities that always accompany the risks.

And there are always golden opportunities, even in the bleakest of times. It is just a question of where to look.

Bienvenido Tantoco III of the Philippine Retailers Association tells Business Friday that among the bright spots in retail is the youth market.

Retailers catering to the young continue to do well, he says, since teenagers make up a good part of the population and they spend a lot.

A viable market also exists among young adults—men and women in their early 20s—who are starting to earn their own money.

Then there is the discernible lifestyle change among Filipinos toward health and fitness.

Tantoco says that consumers have responded favorably to retailers that provide stylish apparel for sports activities, in effect marrying fashion and sports.

In the supermarket field where Tantoco's Shopwise is a major player, he says there is a growing demand for prepared food that busy parents can immediately serve when they get home.

"Prepared food has become a good alternative to cooking at home," Tantoco says.

He admits, however, that the weakening purchasing power of Filipinos has taken its toll on retailers.

Costs continue to rise, yet retailers could not pass on the entire additional expense to the customers for fear of driving them away from their stores.

DONNIE Tantoco, chair of the Philippine Retailers' Association (PRA) and President of Shopwise, Jose A. Concepcion III, Presidential Consultant for Entrepreneurship and President of RFM Corp., and Mandaluyong City Mayor Neptali Gonzales II exchange ideas at the 14th National Retailers Conference.

Margins, thus, continue to be squeezed.

There are already some signs of changing customer behavior, he says, although he expects the full impact of record high oil prices and weak peso to be felt about a year from now.

Because of this, he expects traditional retail outlets such as sari-sari stores and wet markets to do well, compared to more expensive convenience stores and supermarkets.

"The amount spent on groceries is getting smaller. And the share of the traditional outlets is now 60 percent of spending, compared to 50 percent over the past two years," Tantoco says.

He adds that many families would rather buy from the neighborhood store to save on the expense of going to a supermarket.

Even the upper income markets are feeling the pinch. But this has become good news for retailers carrying high-end fashion brands.

"The high end stores are doing well because some do not travel abroad anymore. These stores have become an alternative to shopping abroad," he says.

These and other insights into the retail market will be discussed in the 14th National Retailers Conference and Stores Asia Expo which will end today.

Tantoco, who chairs the event, adds that more than just providing the industry players with the tools to do well in the market despite challenges, what the PRA wants to do is inspire them to continue forging ahead.

"We want these entrepreneurs to be motivated to do even greater things. We want to get that competitive spirit back," he says.

Weatherproof solution for heavy shipments

DHL, the world's leading express and logistics company, has relaunched its Express Pallet—a palletized packaging solution designed to withstand extreme weather conditions for customer shipments ranging from 50kg to 100kg—in response to the monsoon season.

The Express Pallet box has been designed in accordance with world-class packaging standards, in consultation with various industries on their stringent requirements and diverse transport needs. It is highly suitable for the exporting of heavy shipments for the automotive, engineering, publishing, fashion and high technology industries, among others.

Made of sturdy reinforced cardboard material, it has perforated sides that can be folded to create compartments that fit shipment volumes weighing 50kg, 75kg, and 100kg. This weather-resistant box is also palletised to allow for easier handling by forklift.

Contest on for best technology project

SAMSUNG Electronics Philippines Corp. (Sepco) calls on NGOs, civic groups and other cause-oriented organizations to send in applications for Samsung DigitAll Hope, the company's largest regional social program that provides funding for the best Technology Project that Empower Youth and Disabled.

The umbrella theme for 2005 is "imagine a brighter tomorrow today." The Philippine contest focuses on assistance programs for disadvantaged youth and people living with disabilities that provide solutions on how they can lead richer lives through existing and new development technologies.

Last year's grant awardee, the Altiora Quaero Foundation and Salesians of St. John Bosco Philippines North Province received P4 million for the program Just Farm IT! and E Learning for Out-of-School youth respectively. Tfhe winning project benefited economically disadvantaged rural youth from farming families by training them to become technology savvy agri-entrepreneurs and remain gainfully employed in their family farms.

"A brighter tomorrow is within reach for Filipinos who embrace the benefits that technology can bring to their lives," says Sepco president and CEO Hyuck Jae Shim. "Samsung DigitAll Hope builds on our company's belief in the power of technology to improve the plight of individuals and society as a whole. DigitAll Hope realizes our goal of giving back to the communities within which we operate in a meaningful way. We are proud to say that the program has spread its wings well, and we are certain we can extend its benefits exponentially with our long-term commitment."

As part of the grant selection process, Sepco has partnered with National Youth Commission to help identify organizations that can benefit from the funding.

Last day of submissions is Sept. 15, 2005. For more information, please visit http://www.samsung.com.ph. Applications are available at the website. Submit applications to Angie L. Limbaco, Grnd Flr. Bonaventure Plaza, Ortigas Avenue, San Juan, Metro Manila.

Marketing Rx

From page B2-4

the vendor.

It's often both convenient and pleasant to sit in your own home and choose at leisure from a catalogue. You don't have to get in your car or on the bus and go into town, find the right store, and the right department, and sometimes hunt down an assistant to tell you what you want to know.

Many people also resent spending time listening to people talk about things that could be presented to them just as easily in writing.

Direct mail in particular is very good at conveying complex information in a structured and easily digestible form—something people often seem unable to do. This is particularly true in business. Too often it is forgotten that the businessman is not a special breed: he is a consumer when he is at home—and he doesn't grow a second head on his way to the office.

Not surprisingly, we don't like salesmen at work any more than we do at home.

I discovered (long ago) when working for IBM Direct that if businesses were buying a typewriter, for instance, they were perfectly happy to buy it through the post. It was more convenient than wasting time talking to a salesman. *(Something that Dell has discovered and taken to the hilt by selling direct through the Internet.— Jr MRx.)*

When we were examining possible pension plans for our company, I had to spend endless hours listening to presentations from salesmen. It was time I could spare only with difficulty. And none of these salesmen had clearly written explanatory material which I could have read in order to make the right decision. Probably nobody could have closed the deal without a personal presentation. But a lead could have been solicited and the initial selling done through the post.

Even in advertisements, direct marketers can often do a better job than sales people.

I recall a few years ago we ran an advertisement for a watch in a double page spread in a color magazine. The ad was tightly packed with small type and many pictures. If you read through it, you ended up knowing more about that watch than any shop assistant could tell you—from the type of chip that was used to the ways you could use it to time sporting events.

As goods proliferate and become more and more technologically complex it's almost impossible for one relatively untrained shop assistant to understand all about every item he or she sells. But a skilled copywriter, given sufficient time, can write an infinitely detailed description of a product. A photographer can make it look good—maybe even better than it is (which may put up the number of people who ask for their money back!).

Other reasons why buying or dealing direct seems to work for the customer include the fact that some products may not easily be available through any other distribution channel. For instance, specialized products such as rare coins, gourmet foods and wines, collectibles, specialized sporting goods like horseriding tackle, do well.

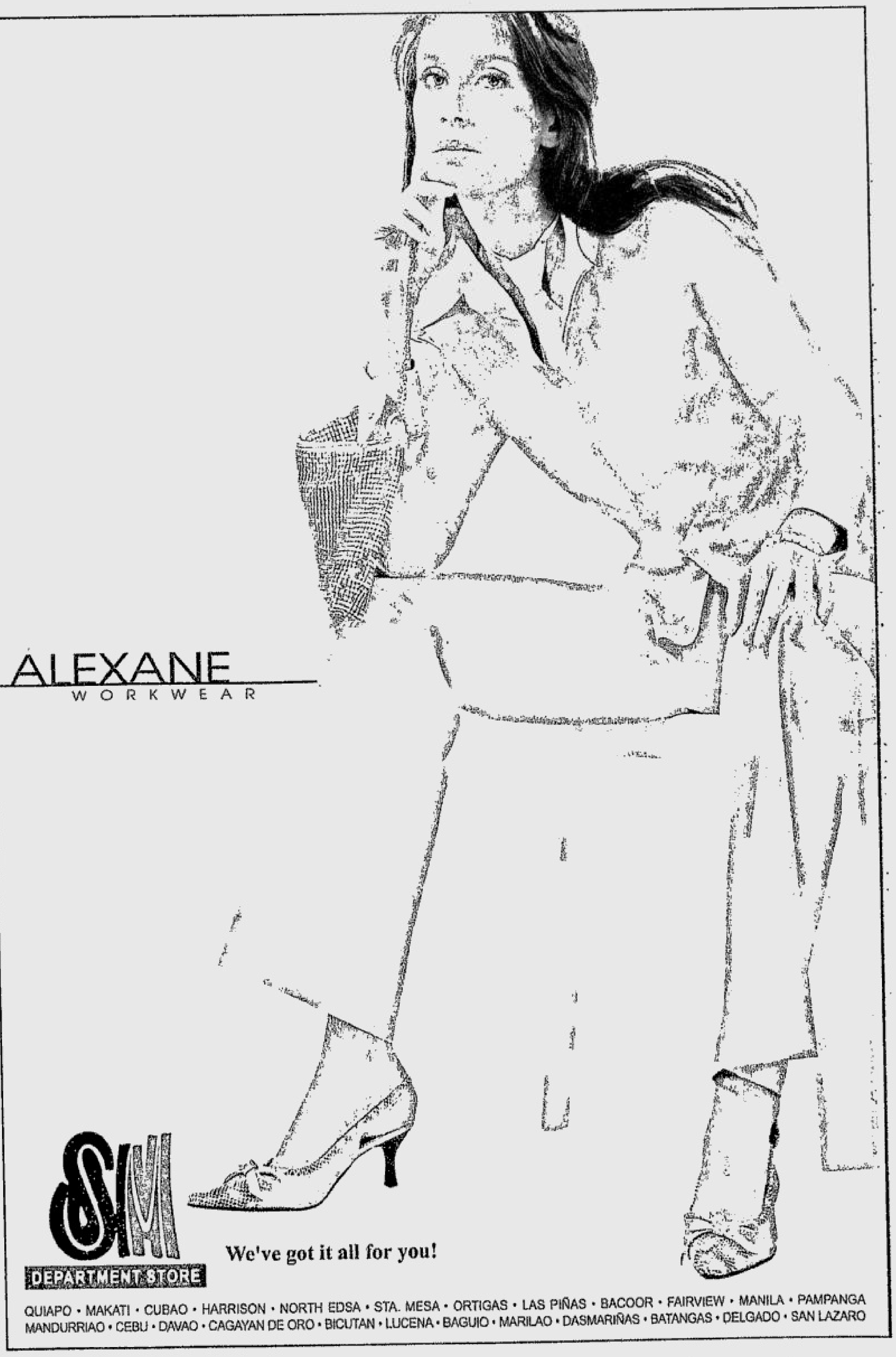
In other instances, people prefer to deal direct quite simply because of embarrassment. This could be because of the nature of the product, or the customer. One of our clients used to sell a beauty course through the post, and we noticed that a significant proportion of the customers appeared to be gay.

People often feel embarrassed, too, about money: a good reason why loans through the post and other financial propositions have done very well. And, of course, most of us are quite simply shy and don't like to deal with pushy salespeople. I am sure you have sometimes been approached by an aggressive salesperson in a store and walked out.

One reason which induces both marketer and customer to deal directly is price. Customers very often think they are going to get a better deal by buying direct; merchants often think they'll be able to cut their selling expenses for the same reason. This is not necessarily true; but, nonetheless, it seems to be a powerful motivator.

In my view, direct marketing is growing quite simply because it is a wonderful way of serving your customer better. It is quite clear that if you can understand that customer and their motivations better, you'll be able to do a better job. You'll be able to build a really good relationship with that customer.

If you'd like to learn more from Drayton Bird's upcoming Direct Marketing and CRM Forum this August 24, please call 813-2732/03. Keep your questions coming. Send them to us at MarketingRx@pldtDSL.net or text us at 0919-314-5412.



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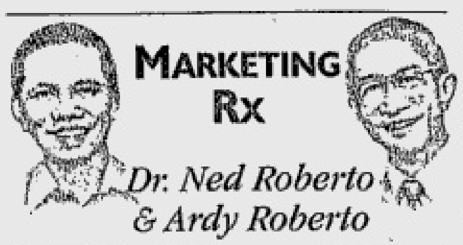
What is DM (direct marketing)?



Dr. Ned Roberto & Ardy Roberto

QUESTION: You've had "DM Guru" Drayton Bird 'guest' for you (a few) times already in the past months to talk/write about direct marketing, CRM and advertising. Excuse me for asking, but what exactly is direct marketing, loyalty marketing and what can it (do) for my business and my customers?

A: We might as well complete the series on direct marketing by asking the "guru" to define and explain it himself. For those who were not able to read the past issues, Drayton Bird is the author of Commonsense Direct Marketing and Marketing Insights and Outrages and was the former worldwide creative head of David Ogilvy and Leo Burnett during his advertising career. He'll be here in Manila next week as the INQUIRER's guest at the VIP breakfast forum for PDI's advertisers. Take it away Drayton!

Since even a mature business like advertising is not clearly understood by many of its practitioners you can hardly be surprised that few understand what direct marketing is. Indeed, while preparing this piece, I saw that, in a survey of 133 leading American direct marketers, no clear agreement on what the business is emerged.

When the phrase direct marketing comes up, most people, in my experience, immediately think of the medium of direct mail. Others think of direct marketing as a method of selling, like off-the-page selling. Others confuse it with a channel of distribution, like mail order.

Producing a definition as simple in its way as that of 'Salesmanship in print' for advertising has proved an insuperable task for the industry's pundits. So much so that (in what I can only assume was a moment of despair) Direct Marketing magazine—the leading American organ of the industry—eventually summoned not one, but three experts to do so. The result of their labor may be seen at the beginning of every issue of the magazine. It occupies two half pages, and features one of those gloriously complicated flow charts which always throw me into a state of utter confusion.

You may consider the need for a simple definition unimportant; indeed, few people using direct marketing bother to speculate on what it really is. But I consider it crucial. Imagine spending millions of pounds (or pesos) without clearly understanding what you are spending them on. Not an imaginary scenario, I assure you.

In fact, not long ago, I recall a debate taking place with a leading automobile company, which we shall call Ford for the sake of argument, covering many countries and multifarious marketing problems. Was direct marketing an advertising activity? In that case the people in charge of advertising should make the decision. Was it 'below the line'? In which case that company's policy meant that a different department, usually concerned with purchasing everything down to stationery, would deal with it.

I will not go into detail, save to say that in the end, different decisions were made in different countries for different reasons—most to do with these varying views of what exactly direct marketing is. This is obviously stupid. And it is not likely to become any more intelligent if everybody involved has to understand and memorize a long, illustrated definition before any activity begins.

Moreover, the pool of understanding has been muddied considerably by the fact that many practitioners are not even agreed that direct marketing ought to be called direct marketing. As a result of this, combined with the desire to give brand names to particular companies' approaches to the business, all sorts of names have cropped up: terms such as "curriculum marketing," "dialogue marketing," "personal marketing," "relationship marketing" and—perhaps the most popular alternative—"database marketing." But the most common term remains direct marketing.

It is certainly the one I propose to stick to.

Nevertheless, these terms do reveal important facts about the nature of the business. Certainly direct marketing revolves around the building and exploitation of a database— though there is more to it than that. Equally, building a relationship is one of our objectives —but only one. The approach is personal; and in the process of building a relationship, you can guide your prospect through a curriculum whereby you learn more about them and they learn more about you.

But my simple definition of direct marketing is "any advertising activity which creates and exploits a direct relationship between you and your prospect or customer as an individual."

If we can agree that we ought to call direct marketing, direct marketing, and if you accept my simple definition, then you will immediately appreciate that a very wide range of activities is encompassed.

Loyalty, relationship and one-to-one marketing

Close relatives of direct marketing, loyalty marketing is designed to keep your customers longer and thus make them more profitable. Relationship marketing aims at building a relationship, with the same purpose. One-to-one marketing aims to deal with customers on an individual basis.

They all depend on direct communications.

The phrase one-to-one marketing is particularly misleading. It would under normal circumstances be prohibitively expensive to segment your communications down to individuals and send each one of them a different message. Frankly, you might just as well send round a salesman.

What can DM do for my business

Peter Drucker once observed that the first duty of a marketer was to avoid making a loss. Direct Marketing can minimize risk because, before you mail, e-mail (or advertise) to large numbers, you always test on small numbers. It can increase profitability, because you should always test one approach against another and go with the one that makes most money for you.

How can DM help me serve my customer better

One of the most successful direct marketing companies in the world is Time-Life Books. The founder of this division, Jerome S. Hardy, called his staff together at the outset of the business and said something which I think bears repeating a few times: "We are going to give our customers a service better than they have any right to expect.'

This contrasts vividly with the way marketing functionaries of well known companies have started announcing—with the air of people who have just discovered the Holy Grail—that they are about to be responsive to their customers' needs.

It's extraordinary, isn't it?

Some of these organizations have become so fat that they forget what they are there for. Where did they think their money was coming from in the first place? Their customers, of course.

It's worth examining here some of the reasons why customers find direct marketing makes sense for them. Perhaps the major one is that it suits them to receive information or to make purchases directly from

MARKETING RX/ B2-3

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LIFESTYLE

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Ethnic and exquisite

'Modern indigenous' is the way to go for a globalized regime hankering for the local

STORY ON PAGE C2

EXPRESS your individuality in modern little pieces such as this Maguindanao woven capelet with T'boli beadwork. Capelet (P3,500) and T'boli brass cuff (P1,700) from Souk Gallery and Kish, Le Chaise by Charles and Ray Eames from Kish

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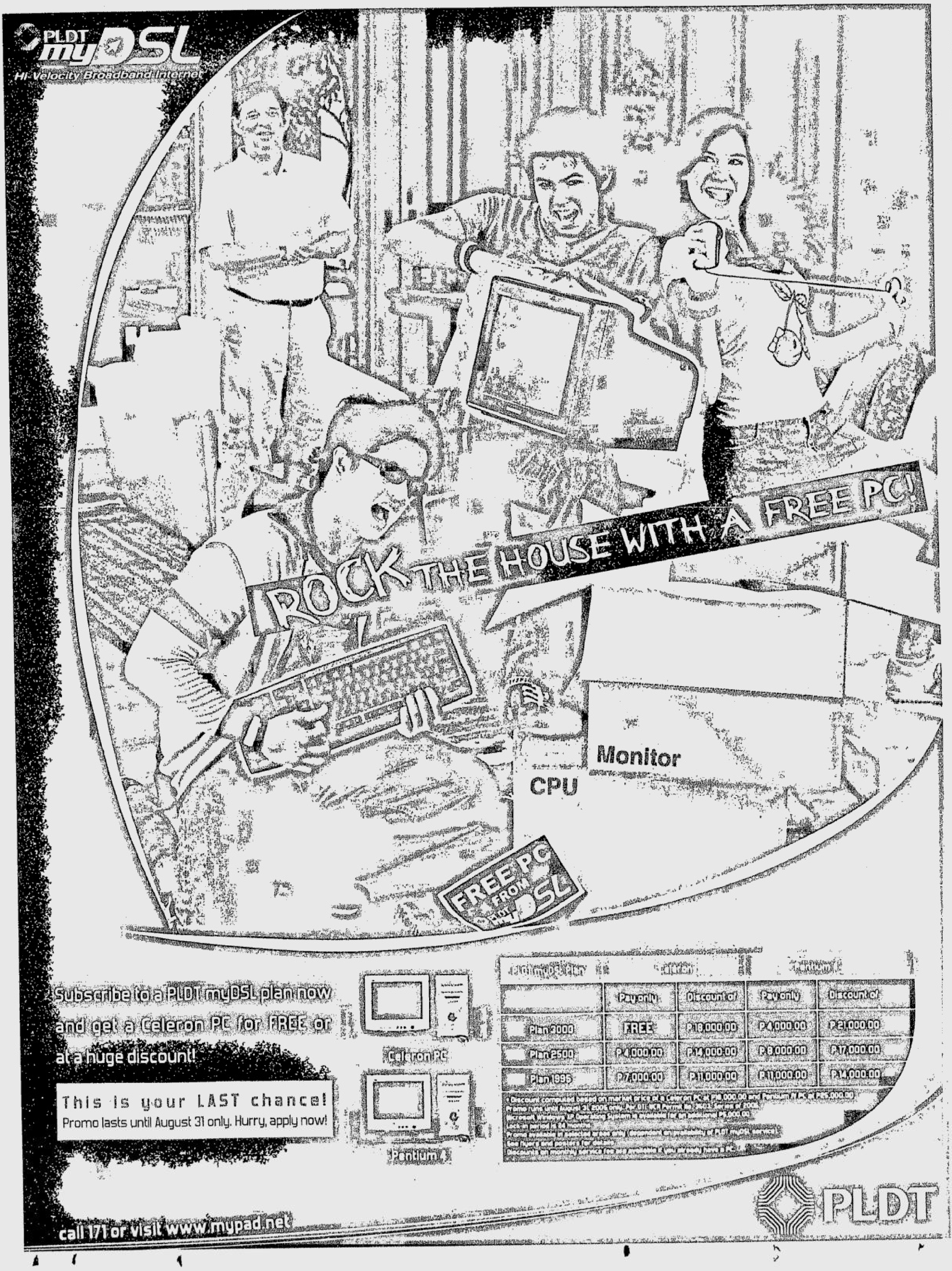

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Plan 1995	P7,000.00	P11,000.00	P11,000.00	P14,000.00

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Promo runs until August 31, 2005 only. Per DTI-NCR Permit No. [illegible] Series of 2005.
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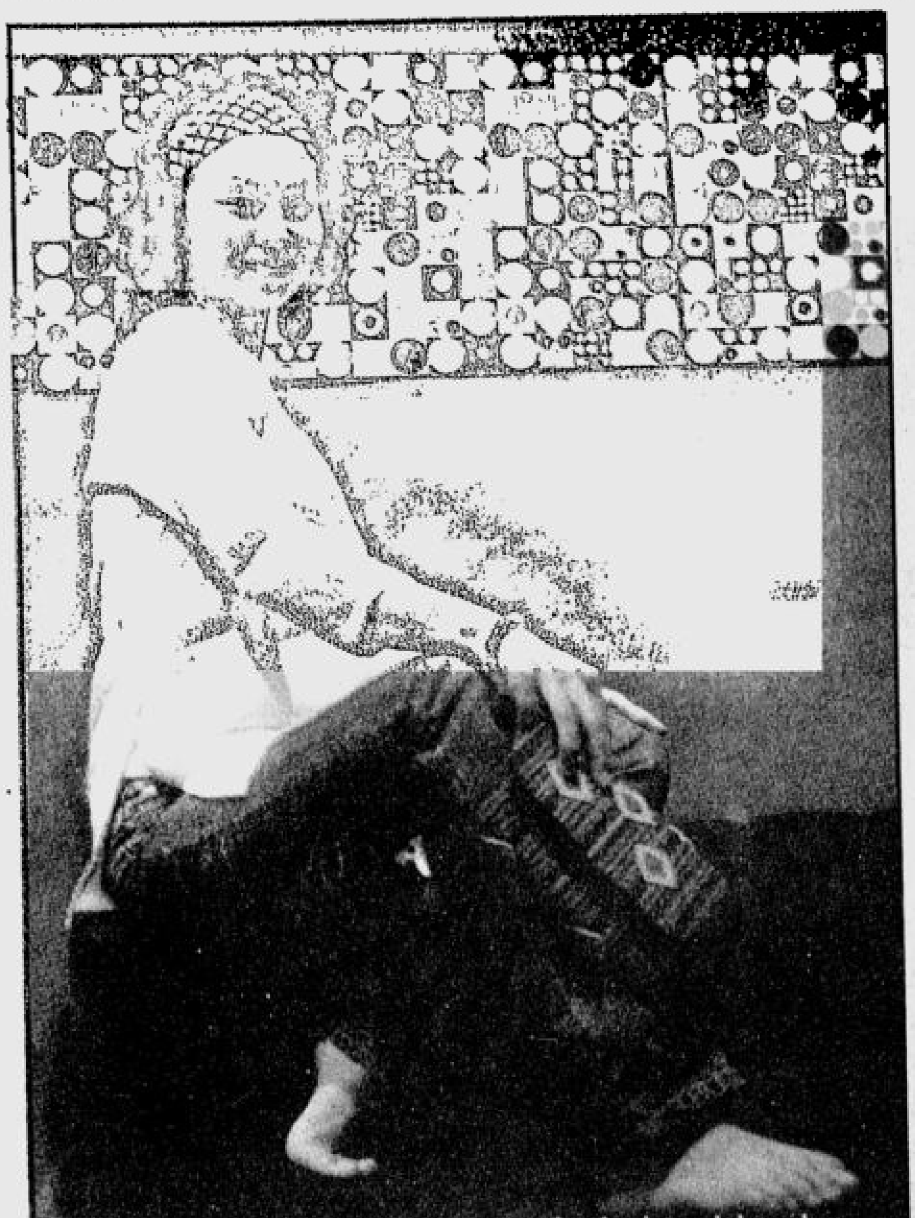
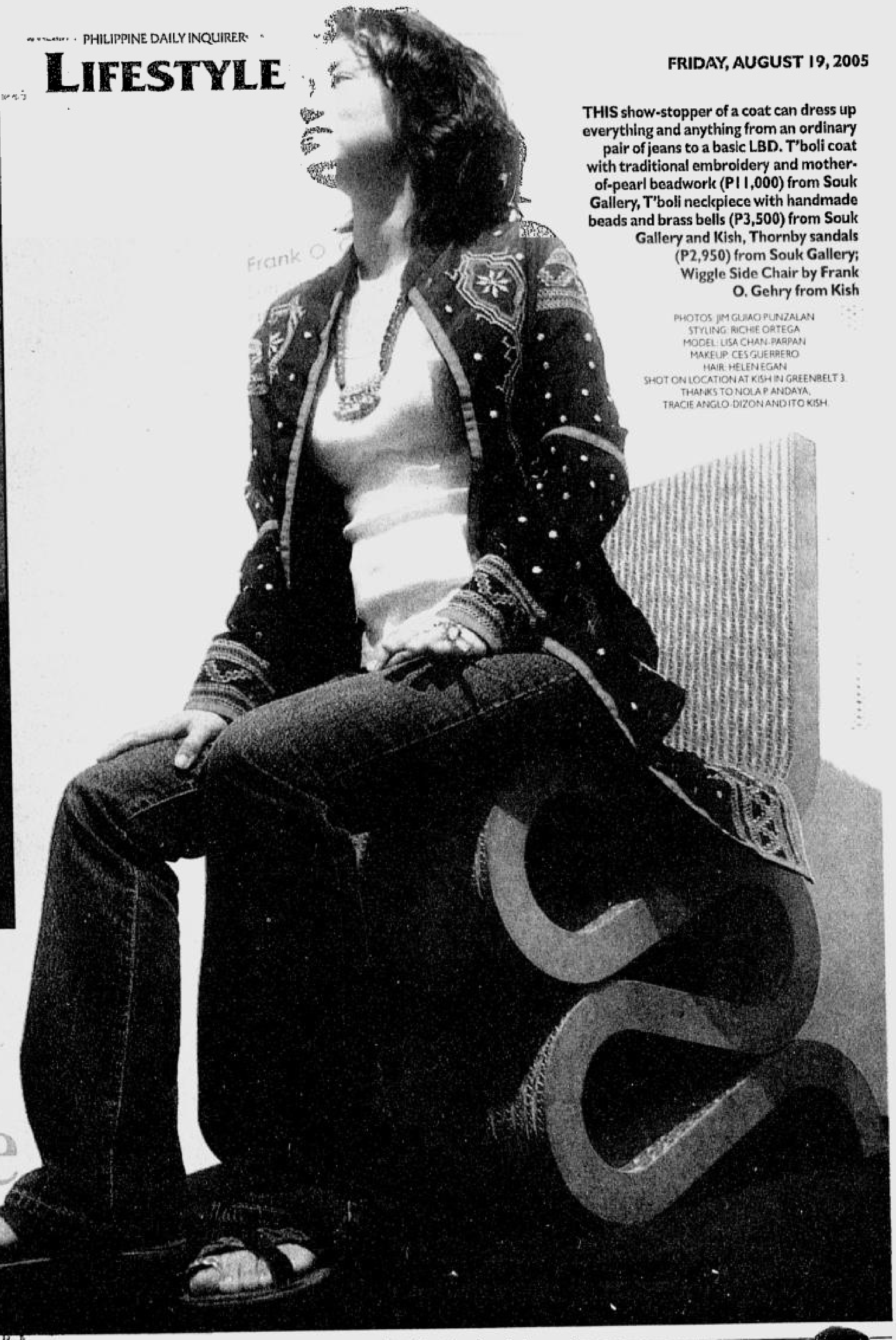
Ethnic and exquisite



THIS Mangyan hand-embroidered tunic is perfect for dressed-down days and weekend jaunts. Tunic (P2,420) and T'boli woven belt worn as a headband (P1,520) from Souk Gallery, T'boli clutch (P1,900) from Souk Gallery and Kish; Low Seat by Patricia Urquiola from Kish



THIS show-stopper of a coat can dress up everything and anything from an ordinary pair of jeans to a basic LBD. T'boli coat with traditional embroidery and mother-of-pearl beadwork (P11,000) from Souk Gallery, T'boli neckpiece with handmade beads and brass bells (P3,500) from Souk Gallery and Kish, Thornby sandals (P2,950) from Souk Gallery; Wiggle Side Chair by Frank O. Gehry from Kish

PHOTOS: JIM GUIAO PUNZALAN
STYLING: RICHIE ORTEGA
MODEL: LISA CHAN-PARPAN
MAKEUP: CES GUERRERO
HAIR: HELEN EGAN
SHOT ON LOCATION AT KISH IN GREENBELT 3.
THANKS TO NOLA P. ANDAYA,
TRACIE ANGLO-DIZON AND ITO KISH.

e Chair (195
ay club chair
f the 50's &

THIS pretty pouf skirt embellished with sequins and mother-of-pearl beads by the T'bolis looks young and fresh when paired with a simple white tank. American Apparel tank (P600) from Souk Gallery, skirt to order from Souk Gallery, T'boli Tao necklace from Souk Gallery and Kish; Heart Cone Chair by Verner Panton from Kish

APPLES' PICKINGS

Apples Aberin-Sadhwani

I FIRST encountered Modi or "modern indigenous" in Preview's anniversary issue. The magazine featured a host of Manila's upcoming stars in gowns with tribal accents in very contemporary designs. I was very impressed with the stylized ethnic pieces and became quite curious about the group that came up with the fashionable accoutrements.

At that time, I wasn't completely certain what Modi was. All I knew was that it was composed of artists who worked with tribes to promote their crafts. I even thought that it was akin to Boho, yet another trend to adapt and enjoy.

How wrong and utterly ignorant I was! As it turns out, Modi is a fashion and home designer collection of indigenous, handmade crafts infused with a stylish contemporary twist. The line was initiated by the Non-Timber Forest Products Task Force (NTFP-TF), a network of organizations that work with upland and rural communities on issues of land tenure, resource management and livelihood based on non-timber forest products, with the hopes of establishing a regular demand for these crafts therefore ensuring a stable source of income for the artisans. It was also established to preserve and promote the continuation of traditional arts and lifestyles of craft makers and to elevate the perceived value of handmade and cultural bound products.

It all started in September 2003 due to a chance meeting between NTFP-TF Crafts coordinator Nola Andaya and fashion and graphic artist (now Modi creative director) Tracie Anglo-Dizon. The brief encounter served as a catalyst for the realization of NTFP-TF's plans of coming up with a designer line of indigenous crafts with the abovementioned objectives.

Tracie, who shares NTFP-TF's vision of preserving and elevating indigenous people's crafts to a much higher level where more value is placed in the traditions and culture of the people who make them, readily volunteered to help realize their goals. She was inspired by a brand called Losa, a collaboration between top auction house Sotheby's and South African artisans with the aim of creating a wider market for South African crafts.

THIS pristine white jacket with T'boli beadwork is a classic that will go with any wardrobe staple. Jacket (P7,300) and T'boli woven belt (P1,520) from Souk Gallery, T'boli necklace with handmade beads and brass bells (P3,500 each), and T'boli brass bangle (P2,160) from Souk Gallery and Kish; Victoria and Albert Sofa by Ron Arad from Kish

At this point, established designers from different areas of design also volunteered their time and talent. The husband-and-wife team of Kirby Quintal, a product and graphic designer, and Mara Coscolluela, an interior designer, used shape and structure, as well as color and raw materials, to inject modernity into otherwise basic and traditional baskets and mats.

Architect Mel la'O used traditional skills and natural materials on modern, whimsical concepts such as a Mangyan Iraya traditional *takba* shaped into Mickey Mouse ears.

Meanwhile, both Tracie and fashion designer Richie Ortega created uniquely beautiful accessories and clothes that featured traditional T'boli beadwork or Mangyan embroidery. Both women proved that indigenous handmade pieces are back and here to stay. Women of all ages, not to mention sizes, can wear these items and express their individuality in the process.

Modi will be featuring new designers yearly to present fresh design concepts and an interesting product line. And through design clinics organized by the NTFP-TF, the featured designers will all have the chance to interact and consult with the artisans, who are considered creative partners in this worthy endeavor.

Simply put, the NTFP-TF through Modi aims to spark a renewed interest and appreciation for all indigenous crafts. I am especially impressed and moved by the group's efforts to bring tribal crafts to the forefront of fashion. And I laud their efforts to help preserve traditional arts. Although, as a postscript to all this, I would also like to salute the likes of Ben Farrales, Pitoy Moreno and Renee Salud who have been doing this in their own way for decades now.

Modi is available in Kish, Greenbelt 3; Souk Gallery, Bel-Air and Ortigas Center; and CMCC Showroom, Diliman, QC. Call 0921-6922559 or 9293665.

Credits for last week: Jewel-colored gowns to order from Mico in Power Plant Mall, Shangri-La Plaza and Eastwood Fashion Walk; various neckpieces from Marion Godart in Power Plant Mall; and all other items from Tyler boutique in Glorietta 4, Power Plant Mall and Rustan's Tower.

E-mail the author at apsadvice@hotmail.com

MORELLATO kiosk at The Podium

FUNKIE bracelets

European jewelry line now in RP

YOU & Me Collection

MORELLATO, founded in 1930, is Italy and Europe's leading brand of easy-to-wear fashion jewelry. These are accessible jewelry with innovative designs that express the tastes of a young, informed and dynamic clientele.

With 3,000 stores in Italy and continuously growing in the United States and Asia, Morellato is sure to draw its own following in the Philippine fashion industry with the opening of its first-ever kiosk in the country at The Podium Mall.

The featured collection is designed for women who express themselves through the jewels they wear, and for men with character, who are sure of their choices.

The Tierra y Fuego collection uses gold and steel for its flexible pendants and bracelets. Legendary signs are interpreted with laser-inscribed symbols.

The Funkie line has gold and steel pendants that reproduce classic symbols such as the heart, sun, moon, flower, cross, oval shapes, and those that evoke the sea. The flexible bracelets are decorated with gold elements, or are illuminated by a double strand of Swarovski crystals in three different versions.

You & Me is a unisex collection that has steel and gold hoops enriched with diamonds and natural stones, while Link has gold and diamonds that combine with steel and leather.

Morellato is exclusively available at the Morellato kiosk located at 4/L The Podium Mall, My Diamond, 2/F Glorietta 4 (tel. 7571086), and My Diamond, Shangri-La Plaza Mall (tel. 6389376).

Mix-and-match for men

FOR more formal occasions, opt for dark-colored tweed coats, earth-colored knit shirts and the dependable dress pants or khakis worn over a pair of leather shoes, for a luxe, sleek look.

Robinsons Department Store (RDS) salutes fashion-forward men and gives them more affordable mix-and-match options with its "Men's Fair," ongoing until Aug. 31.

For that casual, laid-back look, RDS suggests that men should try muscle shirts or semi-fitted tees over printed polos and their favorite denims. This is trendier than donning a shirt or a plain polo.

And since almost every guy in town is into active lifestyles and sports, like martial arts, badminton and working out in the gym, the sporty and athletic guys should dress in a completely cozy way.

While jerseys and pullovers are past their prime, the classic T-shirts-cargo shorts-sneakers with the duffel bag-track jackets number is still the most comfortable combo. For a twist, add hip wristbands and sun visors to the mix.

The casual, preppy style for men is clean and uncluttered, like the timeless striped shirt layered over a polo sportshirt and worn over classic khaki chinos or cashmere sweaters. For more formal occasions, opt for dark-colored tweed coats, earth-colored knit shirts and the dependable dress pants or khakis worn over a pair of leather shoes, for a luxe, sleek look.

You can also add novel twists to wearables with loud-colored shirts worn over pastel polos and corduroys, finished off with leather shoes, shades and a messenger bag.

Check out "Men's Fair" in all RDS branches until Aug. 31. Visit www.rds.com.ph.

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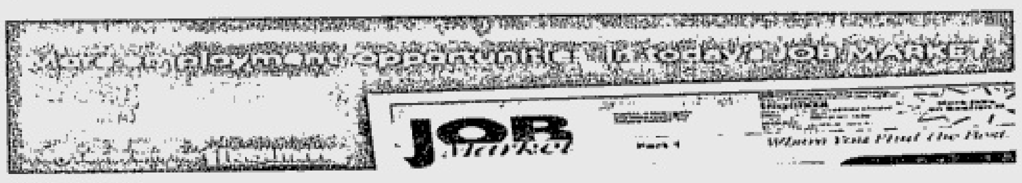

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Fashion rampage

RAMPAGE, a fashion brand not for the faint of heart, is now available in the Philippines.

With Los Angeles and New York as its home, each Rampage item is designed to fit the modern and independent woman's preference for pieces that exude style, confidence and attitude.

Rampage is for the bold and daring fashionista who is not afraid to stand out or show her individuality. Just look at posh pop star Victoria Beckham, who admits to liking Rampage for its hip, cool and cutting-edge designs. Various MTV VJs and some contestants of "The Bachelorette" are also big fans of the brand.

In the US, Rampage is found in Nordstrom, Macy's, Dayton Hudson, Robinson's May, and more than 1,350 department stores and 66 free-standing stores. Its clothes and accessories are regularly featured in magazines like Elle, Marie Claire, Seventeen, Cosmopolitan, Lucky, In Style, Shop.

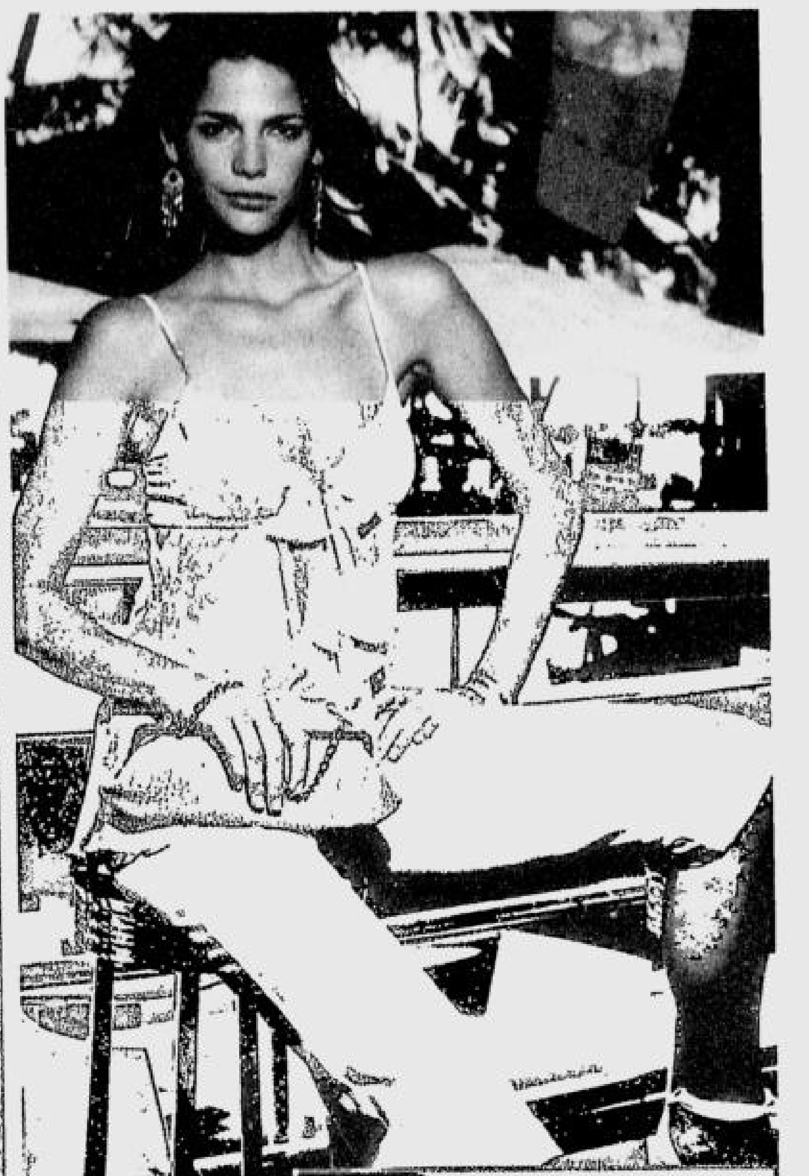
CEO, founder and chief merchandiser Larry Hansel heads the Rampage Clothing Company, which was established in 1982. In recent years, Rampage has worked on expanding its operations by bringing the brand to the international market.

Young Pinoy fashion plates will definitely go crazy over the eclectic but very wearable pieces, bold colors, eye-catching details and quality materials of the Rampage line.

Rampage is exclusively distributed in the Philippines by Cinderella Marketing Corp. at its stores in Glorietta 3, Alabang Town Center and, soon, SM Megamall.

FUCHSIA spaghetti-strap tunic with brooch, white cropped pants and smoke-colored eyewear

EMBROIDERED spaghetti-strapped top and multi-tiered bohemian-inspired skirt


PRINTED spaghetti-strapped tunic and white gaucho pants

FUCHSIA sequined chiffon long-sleeved top and vintage wash denim

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Sale!

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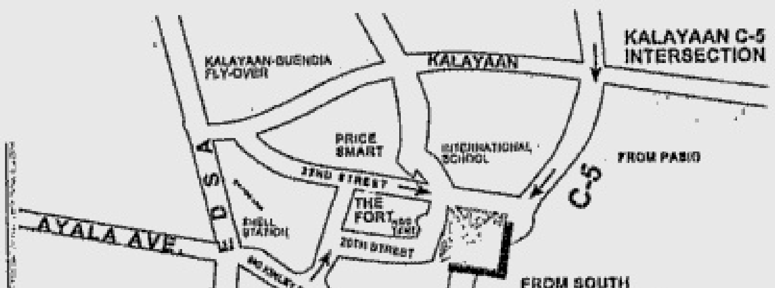

LIFESTYLE

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For P99 you can buy 3 boxes Choco Bang, or a dozen Rainbow Choco Rings, or 1 Big Bunch Munchkins (45 pieces).
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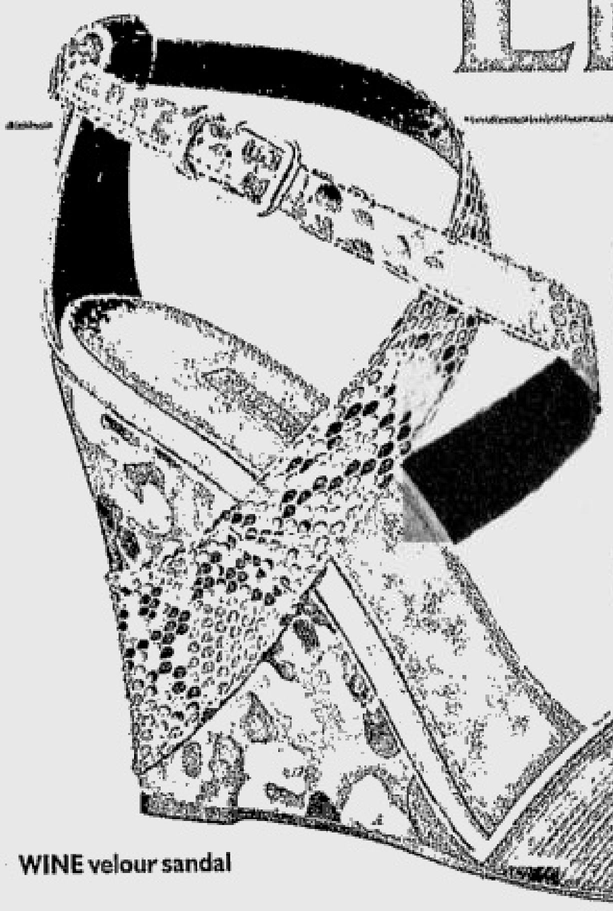
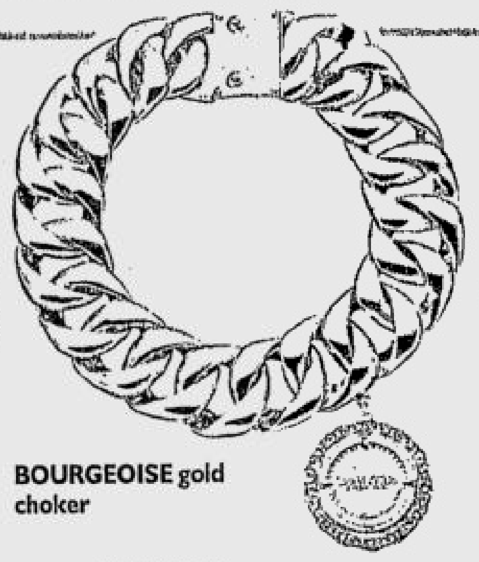
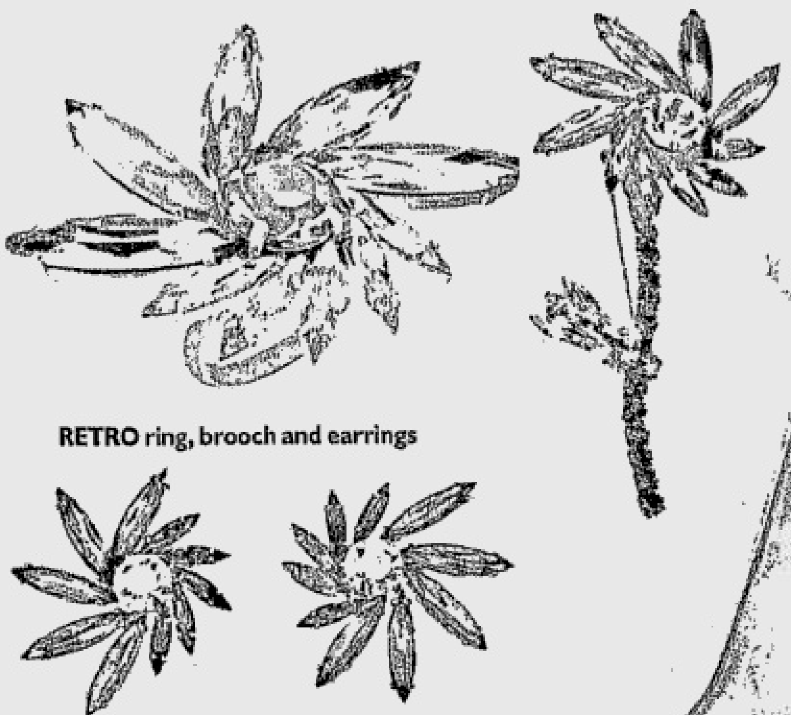
See posters for details.



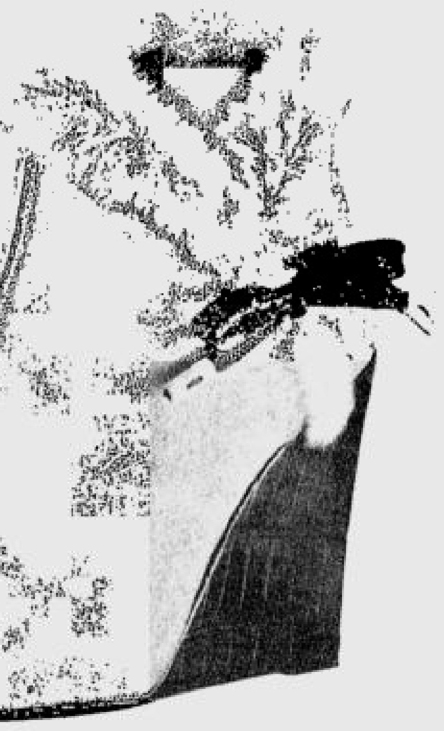
WINE velour sandal



BOURGEOISE gold choker



RETRO ring, brooch and earrings



BEIGE velour and alligator ankle boots

Femme fatale luxury line

ULTRA feminine goes Louis Vuitton's pre-Fall collection this year.

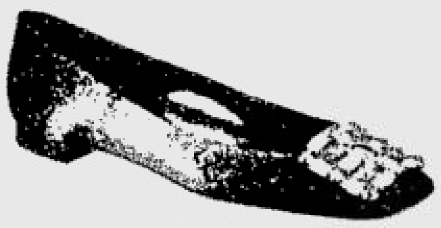
Inspired by the '40s and '50s, the collection brings back straight, knee-length skirts often set off by small body-hugging jackets. The "couture" style of the collection is highlighted by the exquisite range of details on each model: pleats, embroideries, needlepoint, metallic lace and sable buttons adorn the tweed, cashmere, silk and fur.

The colors are warm and wintry, setting pastel shades like beige, ecru and lilac against bright colors such as fuchsia, jade and violet.

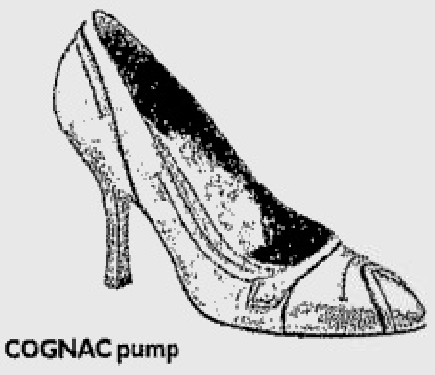
Of vital importance once again are accessories like lambskin gloves, costume jewelry flower brooches, chunky gift bracelets and necklaces that accentuate the refinement of this new collection.

In abundance is an eclectic selection of shoes that reflect the ready-to-wear collection. These come in a variety of authentic and delicate materials like patent leather with transparent vinyl, alligator with doeskin set off by fur trim and satin ornamented with jewelry.

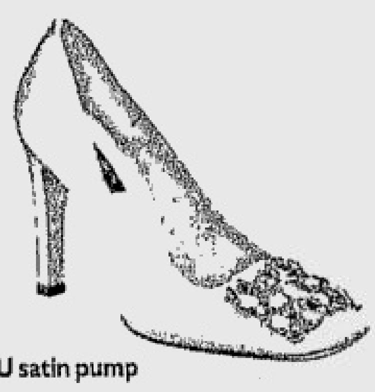
In the Philippines, Louis Vuitton is at G/F, Greenbelt 4, Makati City. Call 7560637 or visit www.louisvuitton.com



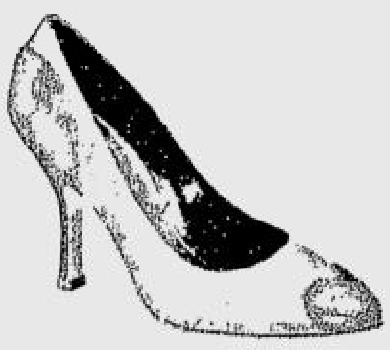
BLACK satin ballerina flat



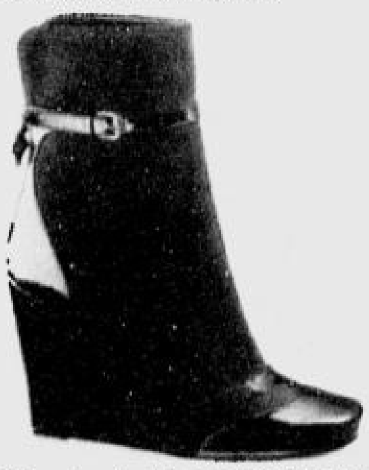
COGNAC pump



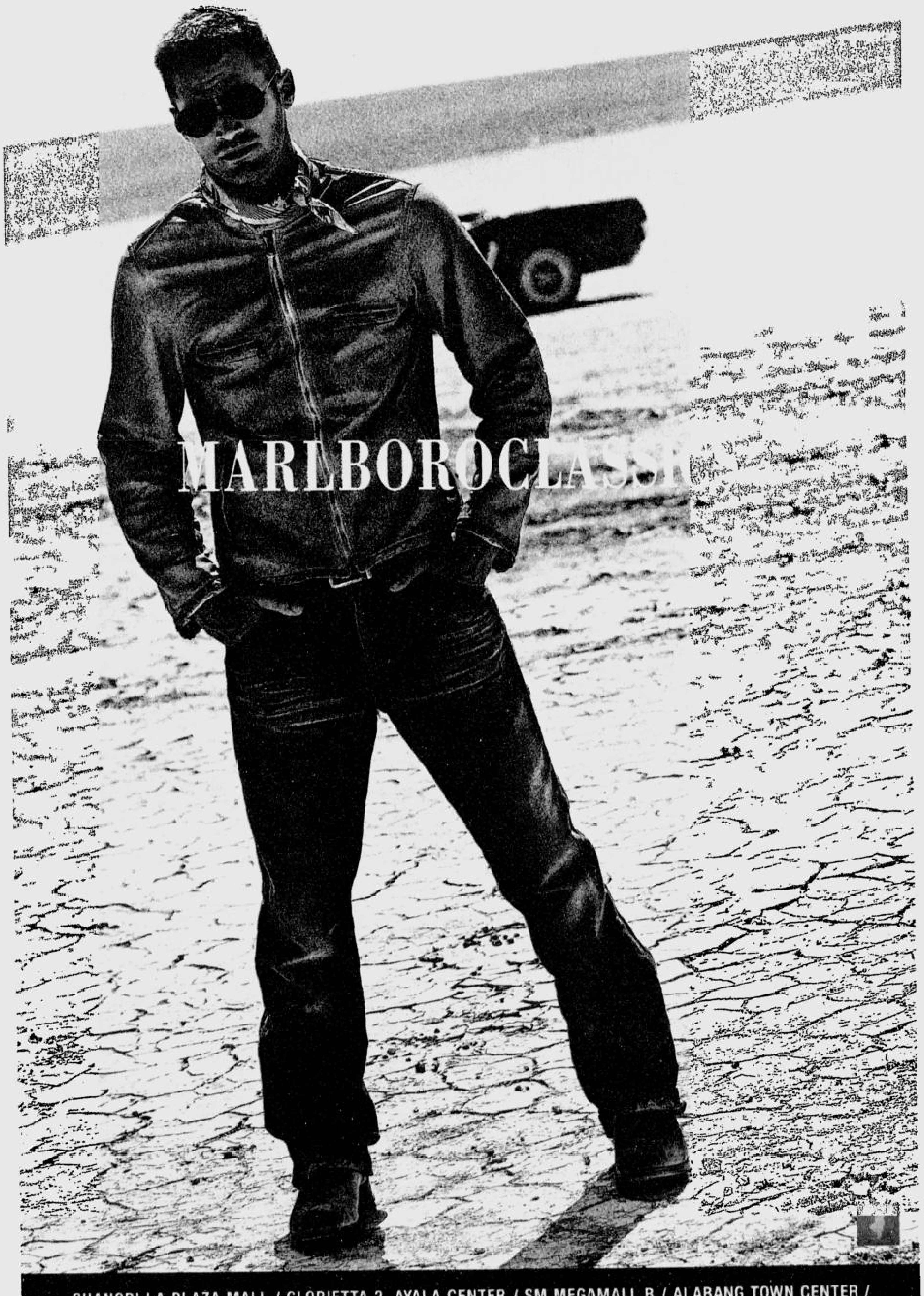
ECRU satin pump



FUCHSIA satin and lizard pump



VELOUR and patent-leather navy ankle boots



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BB. Pilipinas-Universe Gionna Cabrera in bohemian-inspired tunic top and brown capri pants from Sinequanone, chandelier earrings from Rustan's and peach stones in metallic bracelet from People are People

BB. Pilipinas-International Precious Lara Quigaman in chocolate-brown and pink dress by Colour Eighteen, pink beaded bracelet from Rustan's, and pink and copper accent pumps from Jessica

BB. Pilipinas-Tourism Wendy Valdez in white cropped jacket by Cumbia, denim mini skirt by People are People with bronze necklace from Fornarina and cream and white net cap from People are People

Fab apparel and accessories for rainy days

FACE the foul weather in the trendiest wear from Gateway Mall in Araneta Center. Brave the rains in stylish jackets and caps with matching skirts and jeans from People are People, Cumbia, Folded & Hung, Bayo, Colour Eighteen and Rustan's.

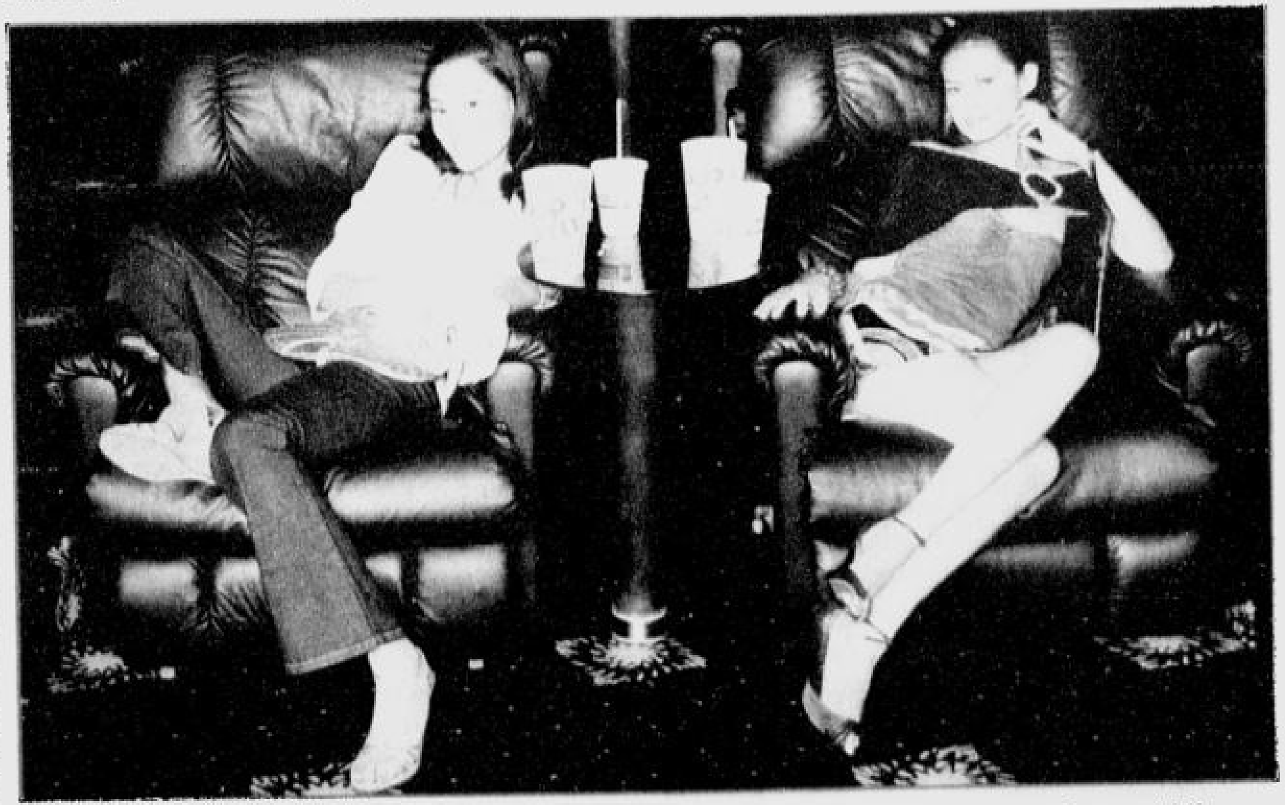
Binibining Pilipinas-Universe Gionna Cabrera, Bb. Pilipinas-World Carlene Aguilar, Bb. Pilipinas-International Precious Lara Quigaman and Bb. Pilipinas-Tourism Wendy Valdez perk up their outfits with the right accessories—hot loop, spangles and waterfall earrings or gold charm necklaces and bracelets—with the coolest metallic handbags.

LOCATION: GLOBE PLATINUM CINEPLEX, FULLY BOOKED, AND COFFEE BEAN AND TEA LEAF AT GATEWAY MALL, ARANETA CENTER
PHOTOS: RAYMOND SALDAÑA
ALL ITEMS AVAILABLE AT GATEWAY MALL

BINIBINING Pilipinas-World Carlene Aguilar in pin-striped camel blazer and skirt ensemble by Colour Eighteen and yellow bag from Cumbia. Carlene wears Aqua Shimmer Hydro powder eye shadow by Shiseido.

WENDY in potbelly jeans and off-shoulder top from People are People. She wears Fluid Foundation in Golden Bronze and Silky Eye Shadow Quad in Sand and Sun by Shiseido.

GIONNA in denim jacket and capri pants from Cumbia with gold charm necklace and bracelet and metallic pointed flats from Fornarina. Gionna wears Spring Plum Hydro powder eye shadow and Duo Blush in Tangerine by Shiseido.



ON CARLENE: Green top from XOXO, denim pants from Bayo with gold bag and gold strappy wedge sandals from People are People. On Lara: black poncho and blue tube top from People are People, printed green mini from Folded & Hung with black clutch bag from Fornarina and beaded bracelet from Rustan's

EXQUISITE back details on pink bolero

EYE CANDY. Striped knitted cardigan

GREEN eyelet top over a lilac top and floral-printed skirt

TEAL-BLUE lace bolero with pleated lining over blue tank top and white capri pants

Cropped chic

LESS is more and smaller is better as cropped tops rule at SM.

Never short on style, these tops can be flirty and feminine with lace and organza touches, or some pretty eyelet tops with bow accents. Exude a sense of cool in jackets with attitude, or be a knockout in knitwear with cropped cardigans with stripes.

Great for layering, the collection is available at the Girls Teens Wear Department of all SM stores.

DOUBLE-BREASTED ribbed cropped jacket over red V-neck top and fur-trimmed denim short skirt

French fashion event Aug. 23

ALLIANCE Française de Manille will hold "Traits Très mode–French Fashion Illustration Now" on Aug. 23 at p.m. at the Rockwell Tent.

The show is a traveling exhibit of the Association Française d'Action Artistique (AFAA) and showcases a diverse group of works from 15 internationally-renowned fashion illustrators, graphic designers, and animators. There will be a total of 60 illustrations/panels mounted in plexiglass.

"Traits très mode–French Fashion Illustration Now" shall likewise unveil a fashion show featuring the country's premier fashion designers whose works were inspired from the French fashion illustrations.

The illustrators are Charles Anastase, Ludivine Billaud, Carlotta, Alexandra Compain-Tissier, Jean-Philippe Delhomme, Florence Deygas, Iris De Moüy, Felix Lahrer, Emmanuelle Mafille, Stephane Manel, Monsieur Z, Cassandre Montoriol, Nawel, Marie Perron and Cedric Rivrain.

The fashion designers are Louis Claparols, IVAR for Tan-Gan, Ignacio Loyola, Reian Mata, Tippi Ocampo, Randy Ortiz, LZ Punzalan, Mitzi Quilendrino Barge Ramos and Kate Torralba. Accessories designed by Happy David. Women's shoes by Nicolette Bell and Lulei Avecilla. Men's shoes by Brian Tenorio.

The show is directed by Robby Carmona.

Call 8957585 and 8957441 local 110.

Jade exits the boardroom and picks up her phone
to answer a text message. "Mom, can you come home for lunch?
School ended early, so yaya helped me cook
your favorite pasta, just for you. Please..."
Without hesitation, she heads for the elevator, managing to call
her secretary to tell her that she would be out for lunch.

Home is right in the middle of Greenbelt, an easy and pleasant
walkway-covered, 5 minute stroll from the office.
The traffic below reminds her that their decision
to move to the condo couldn't have been more right.

After the short walk, she finds herself at their door
and is immediately welcomed by her little angel's embrace.
"Ma! You're home!", she screams.
"Guess what Daniella... Dad made it home too!"

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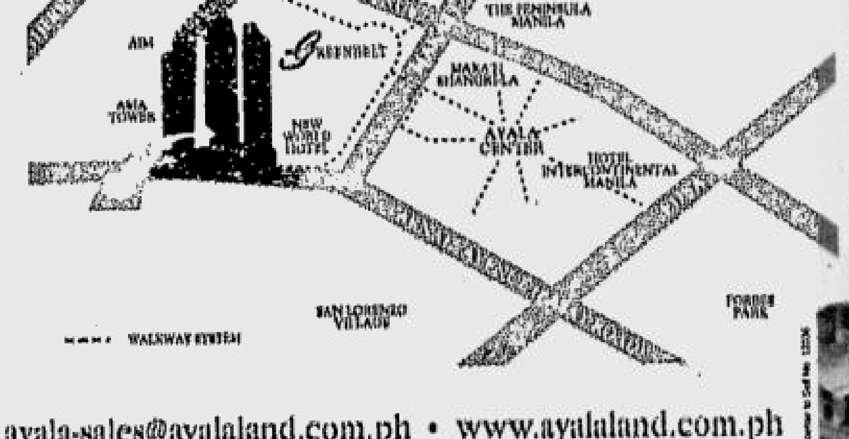

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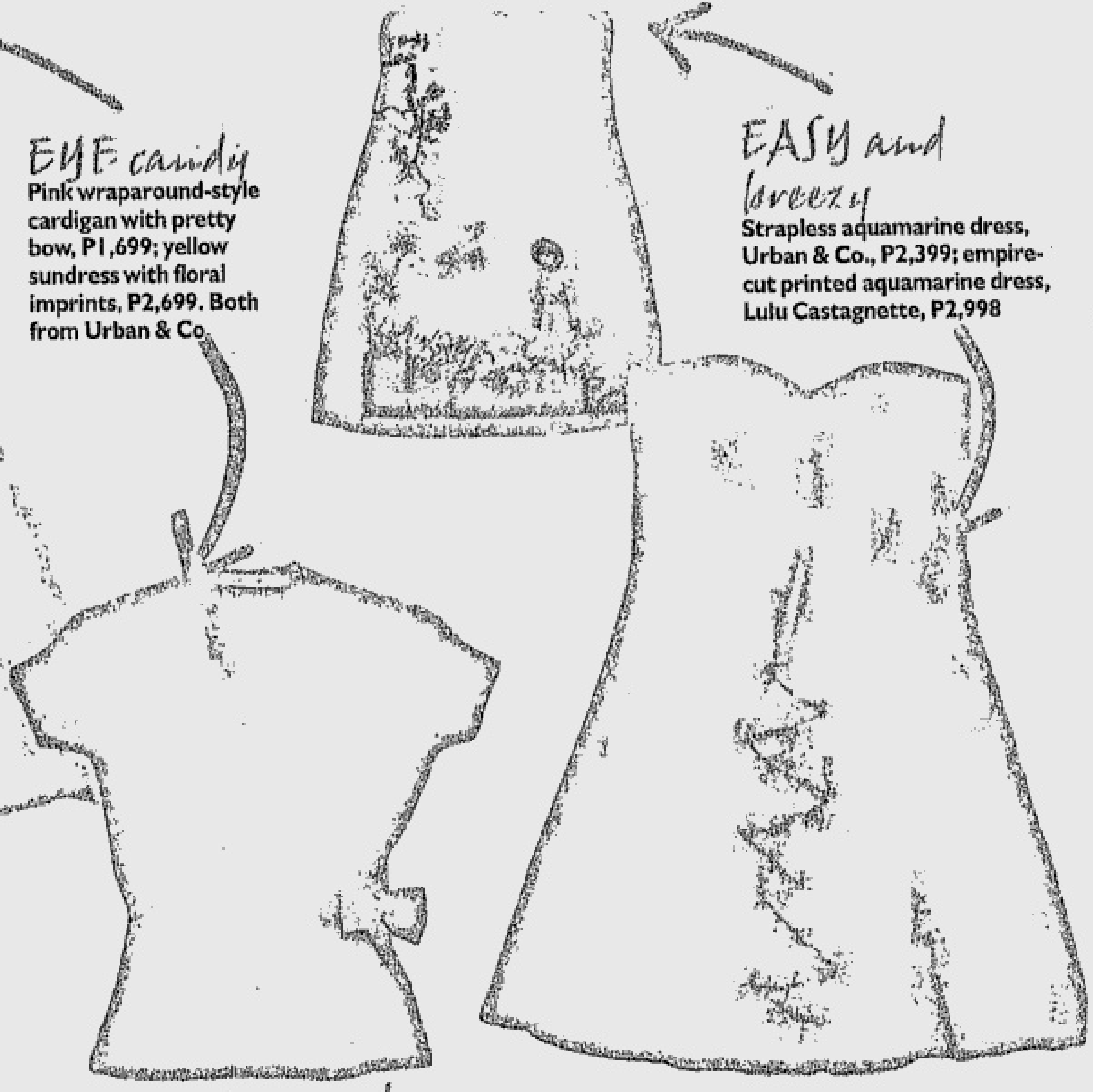
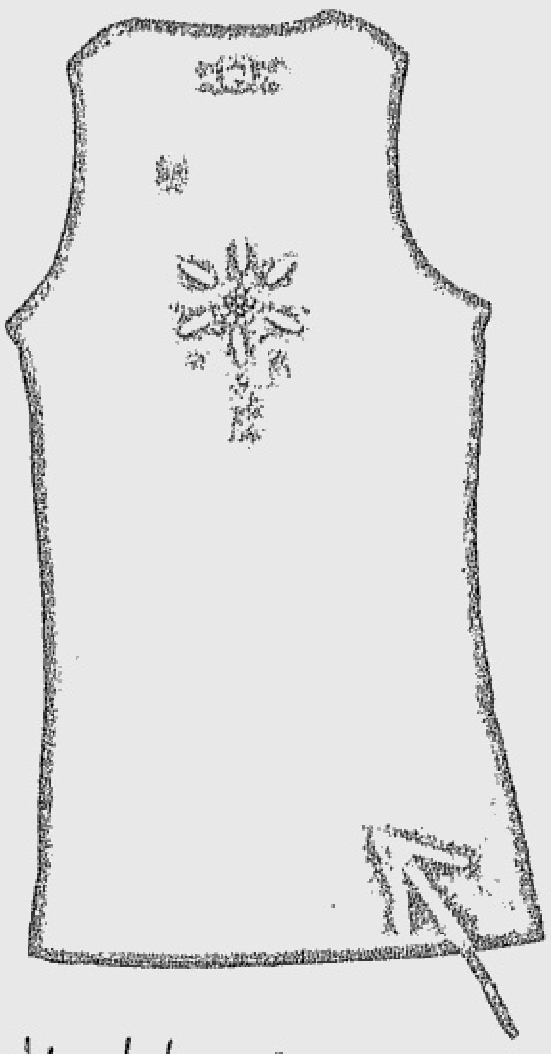


EYE candy

Pink wraparound-style cardigan with pretty bow, P1,699; yellow sundress with floral imprints, P2,699. Both from Urban & Co.

EASY and breezy

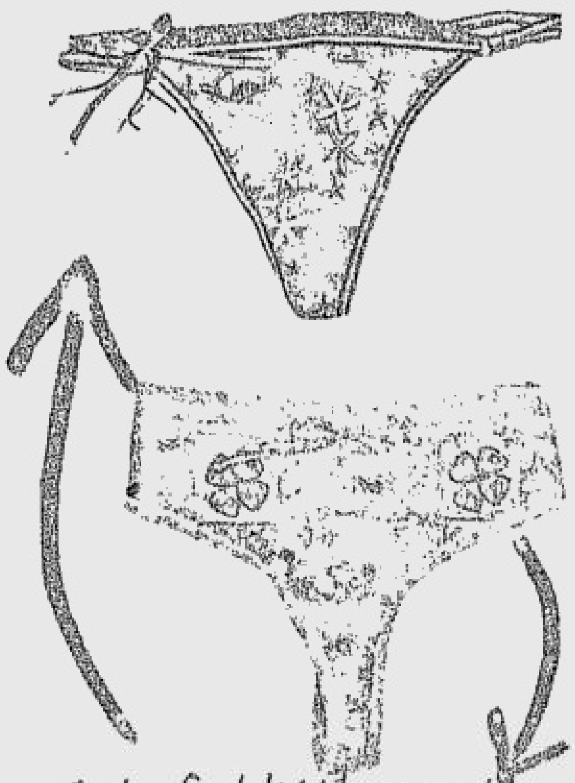
Strapless aquamarine dress, Urban & Co., P2,399; empire-cut printed aquamarine dress, Lulu Castagnette, P2,998



Head-turner

Orange printed top with cut-out design, P1,598; red racerback top with wooden beading design, P898. Both from Lulu Castagnette

PHOTOS BY RYAN LIM



Colorful little secrets

Blue printed T-back with striped piping and floral/checkered T-back, P998 each, both from Lulu Castagnette

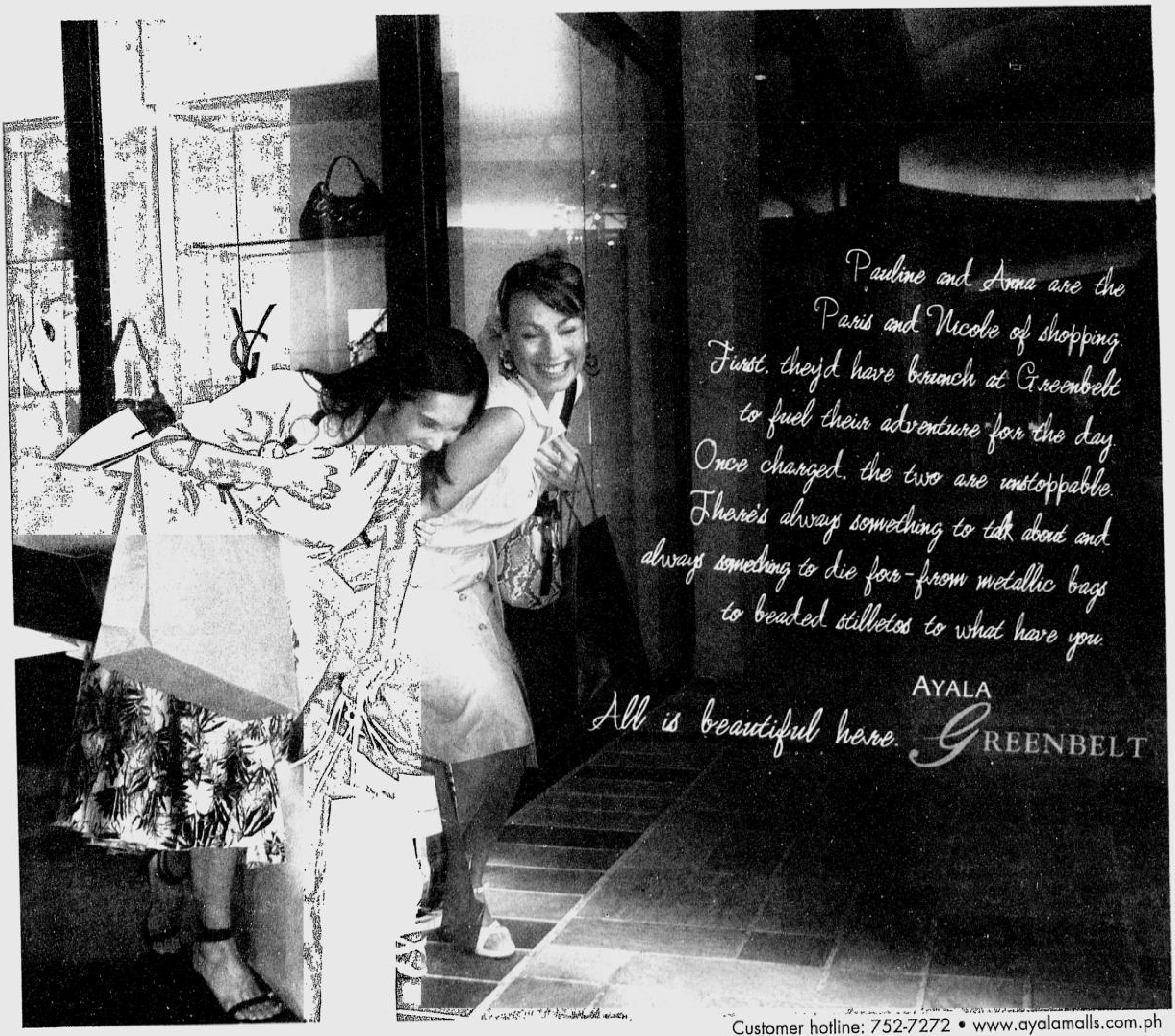
Window shopping

With flying colors

By Beia Formoso and Shirley Oh
Contributors

IS BLACK really back? We didn't even know it left the fashion scene. But who can ever really resist the call of color? Forget soft pastels and turn heads, instead, with attention-grabbing hues: loud oranges, distinct greens, sunshiny yellows, Pepto-Bismol pinks. Whatever your style M.O. is, you're sure to carry it off in anything-but-boring shades.

VISIT URBAN & CO. AND LULU CASTAGNETTE AT 2/L GLORIETTA 4, MAKATI.


Pauline and Anna are the
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AFTER lining the eye area, Japanese makeup artist Hirofumi Kouno applies shadows and highlights on the model.

LIPS, which play second fiddle to the eyes, need only a dab of shiny pale color.

KOUNO applies Swarovski crystals for added drama.

Order for masques

Shu Uemura goes the way of 'Moulin Rouge'

Text by Alex Y. Vergara
Photos by Jim Guiao Punzalan

WITH THE RIGHT false eyelashes, every woman can now look like Tessa Prieto-Valdes. Leading Japanese makeup brand Shu Uemura recently introduced its latest "mode" makeup line for autumn and winter that offers, among other beauty enhancers, six different false eyelashes.

Dubbed as "Masquerade," the looks, as demonstrated by Japanese makeup artist Hirofumi Kouno, are heavily inspired by Venetian masks and outlandish balls. The mode makeup relies heavily on such accessories as feathered eyelashes and Swarovski crystals to make a statement.

Like the brand's previous mode makeup lines, says Kouno, this latest edition is more about the concept and not the products. But compared to more recent collections by Shu Uemura, the man behind the brand, this one focuses mostly on the eyes.

"It's about giving the eyes added impact," says Kouno in Japanese.

Kouno worked on two local models during the launch that doubled as an afternoon party at a Makati café. "Masquerade" has five palettes for the eyes that "contrast as well as complement" each other. The collection, through its lip gloss and blushers, provides the face with enough shine for a sexy, dewy finish.

"Whatever combination you go for," says Tina Tinio, Shu Uemura's brand manager in the Philippines, "the shades are a play on light and dark, pearl and iridescent, matte and sheen."

Dusky beauty

Since Filipinas are a bit darker than their Japanese sisters, Kouno recommends that they bring out their duskiness by highlighting with "gold silk" such dark eye shades as purple and brown.

"Gold and brown can be used as a base, while a line of green or purple brings out the [person's] color," says Kouno.

These colors are for everyday looks that can segue from day to night depending on how you mix and match them. But if you're out to make a dramatic entrance via those eyes, then Shu Uemura's fluttery falsies or shiny beads are your best bets.

In fact, the brand has 30 kinds of false eyelashes available in Japan. Most of the six locally available eyelashes come in black, but in varying shapes and inspirations.

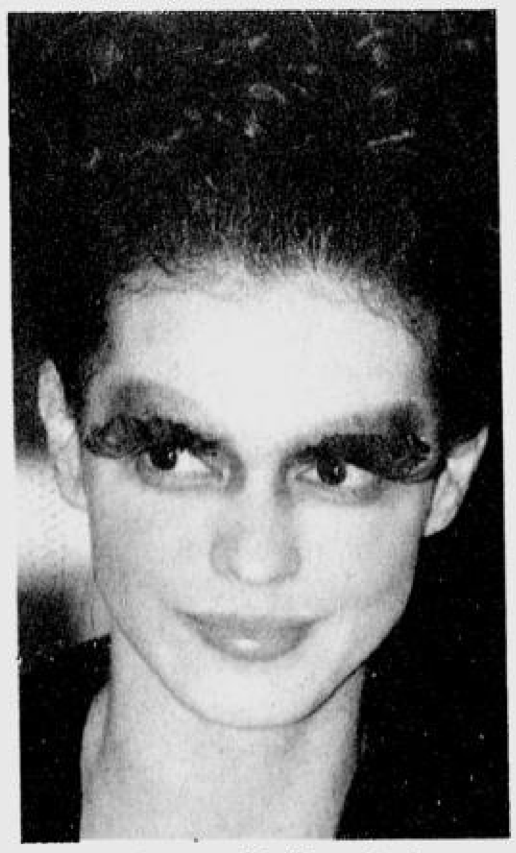
"It's easy to apply them," Tinio says. "With enough practice, you can do it yourself. Our store staff is there to teach you how to apply it."

If you find petal-like eyelashes a bit too "Moulin Rouge," then you can opt for glittery Swarovski crystals. If the Sea Princess can pull it off with aplomb, then so can you.

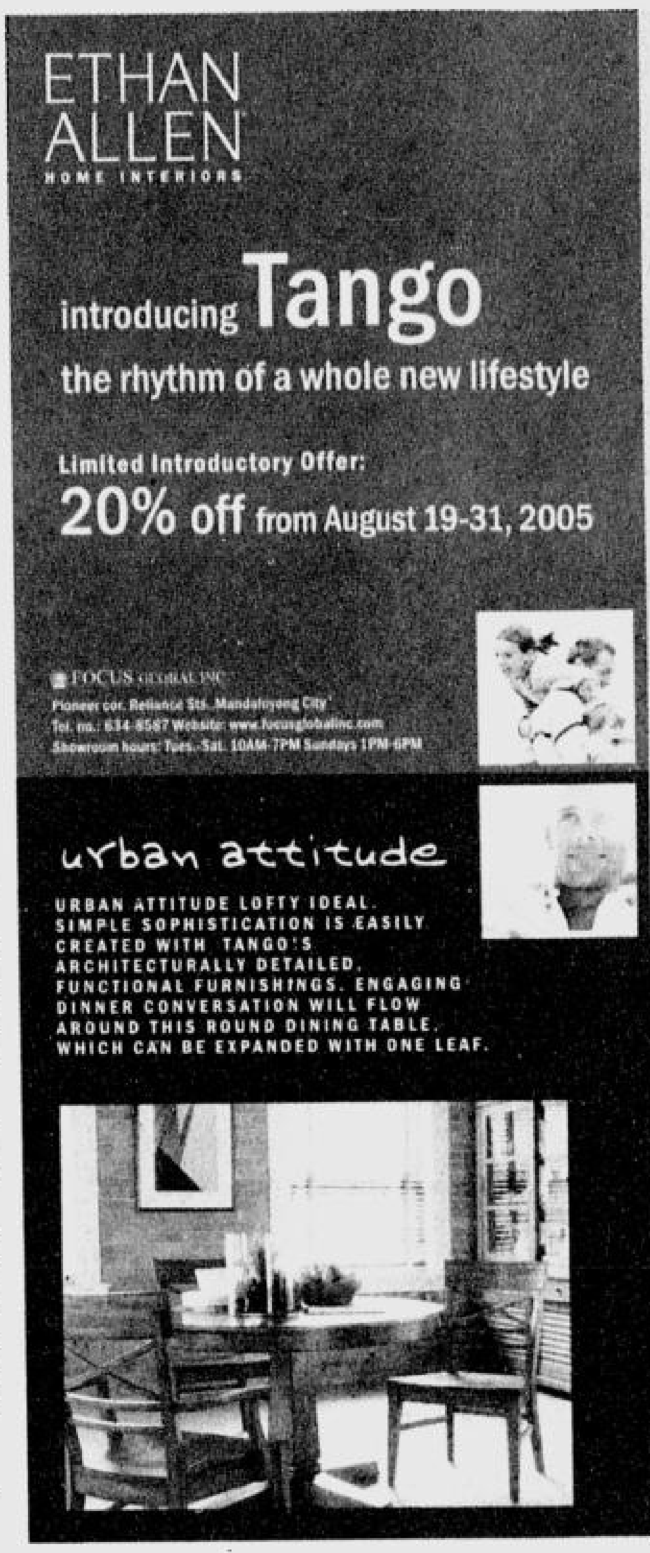
E-mail the author at avergara@inquirer.com.ph

AS if the model's real eyelashes matter, Kouno curls them using Shu Uemura's award-winning eyelash curler.

AGAIN, the lips (and cheeks) get a hint of color, as various shades and gimmicks are reserved for the eyes.



FULLY made-up model with a pair of feathery eyelashes is ready for a masquerade.



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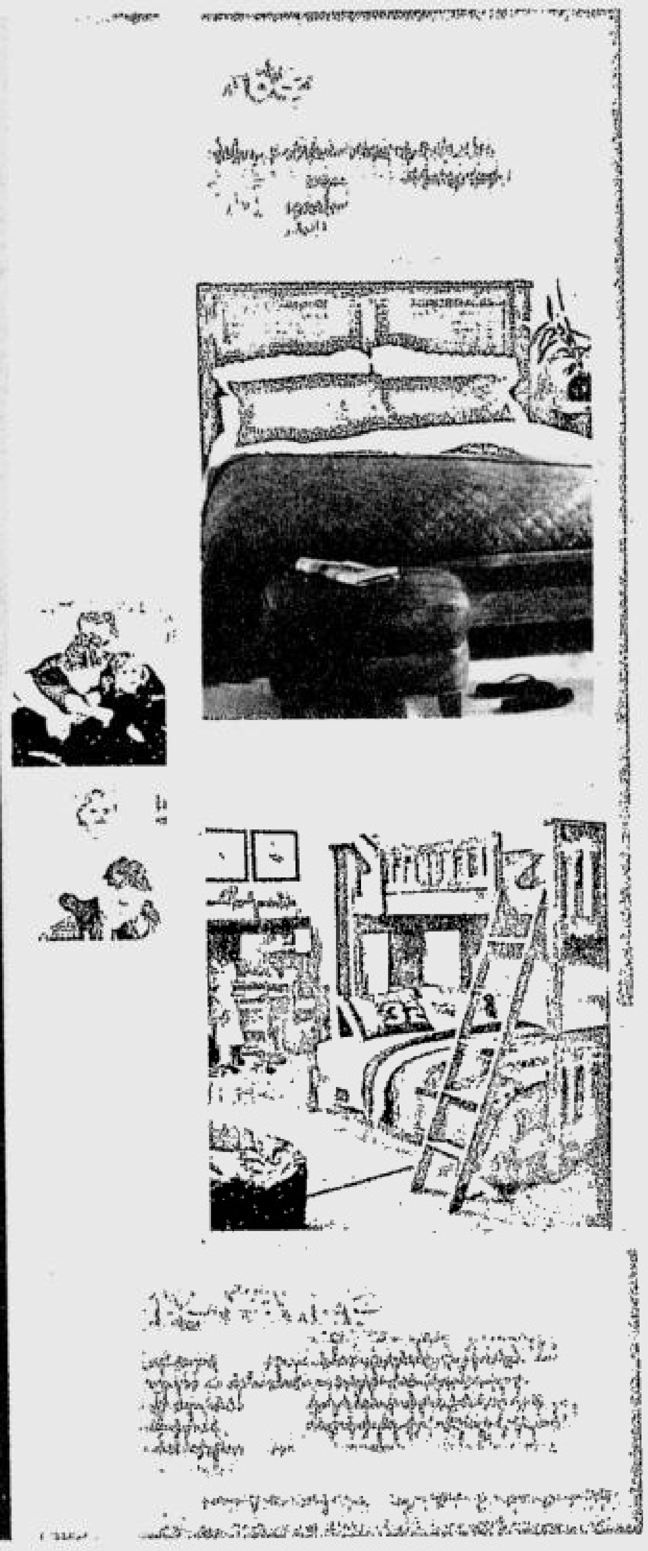

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CEBU GALS. Columnist Honey Loops, The Freeman's Merlinda Angbetic-Tan and CEB VP for passenger sales Vera Lim

INQUIRER's Vic Agustin, former Bangko Sentral ng Pilipinas governor and director of JG Summit Holdings Gabriel Singson and Cebu Pacific marketing director Cadice Iyog

COCKTAIL TIME. CEB corporate communications manager Marjorie Valiente, Cebu's First Lady Margot Osmeña, CEB's director for government affairs Edwin Bautista, and director for special events Ana Mendoza

JG Summit's corporate communications manager Viveca Singson, Cebu Pacific Hong Kong country manager Liza Henson, and CEB Mindanao sales manager Dina Garcia

Airline soars higher with new Airbus 320s

HOTSHOTS. Cebu Pacific general manager Danilo Mojica, CEB president and CEO Lance Gokongwei, event host Pia Guanio, and guest of honor Tourism Sec. Ace Durano

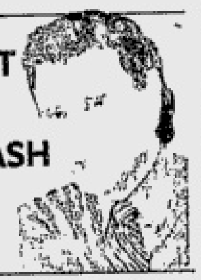
GABRIEL Singson and Robert Coyiuto Jr. of PGA CARS

GMA 7'S hotshot Rod Cornejo and CEB corporate communications manager Marjorie Valiente

MOI, **Afred de la Paz, and Platinum account management head Toni Camesa**

MAY Sinnung and pal Tess Laurente of Wintelecom, Inc.

WITHOUT BATTING AN EYELASH



Maurice Arcache

Photos by **Alex Van Hagen** using **Kodak** EasyShare system

WHEN I got the invite from the always-on-time airline, Cebu Pacific Air (CEB), I knew right away that a major happening was about to unfold.

Cebu Pacific unveiled its two new Airbus 320s representing, as I am told, "the beginning of one of the company's most significant ventures geared to rival the best in the world."

When I breezed in, the posh grand ballroom of the bustling Makati Shangri-La Hotel was filled with the sound and feel of a runway, mesmerizing us invitees, led by the night's hotshot guest of honor, good-looking Mr. Charmer himself, Tourism Sec. **Ace Durano**.

Naturellement, greeting us with his boyish smile was CEB's maverick and brilliant visionary president and CEO, handsome **Lance Gokongwei**, no less, beaming with pride as he talked about the latest addition to this popular airline's fleet, *palanggas*.

"We at Cebu Pacific are proud of our new aircraft," Lance said. "This multimillion-dollar venture is proof of our steadfast promise to continue providing our passengers with the kind of air transport service that they deserve."

CEB's hot GM, **Bong Mojica**, whispered to *moi* that the company is expecting the first of its 12 brand-new Airbus 319s in September.

By which time, dahlings, CEB will have become one of the youngest airlines in the world to have an all awesome Airbus fleet. Not bad, huh!

The grand ballroom was packed with namedroppables led by Cebu City Mayor **Tommy Osmeña**; dashing executives **Frederick Go** and **Bobby Go**; **Sabin Aboitiz** of Aboitiz Air Transport, and others like them.

"Miss Saigon" alumnus **Robert Sena** did a world-class performance to the delight of the gals, like **Liza Gokongwei-Cheng** of Summit Media; vivaciously adorable **Robina Gokongwei-Pe**; **Patricia Go** and my *palangga*, fun **Peggy Vera** of JG Summit; **Helen Camua** of the Air Transportation Office; and **Nazalina Lim** of Macau Government Tourist Office.

Throughout the superbly prepared four-course yummy dinner, romantic sounds of an acoustic quartet relaxed the guests before the big night's raffle of free trips to Hong Kong and other fab destinations of Cebu Pacific, *natch*!

Yes, *palanggas*, air travel has never been this exciting. Don't you just love Cebu Pacific more? Well, I know I do!

Relaxing cocktail party

For a change, it was one of those invitations I really wanted to attend since I knew it was going to be a relaxed kind of happening, *palanggas*. And that was exactly how it was, when the ultra modern Ayala Museum and the must-have Globe Platinum hosted a wine-and-cheese-tasting cocktail party for their select members and special pals at the museum's posh lobby, dressed up in burgundy and gold for the occasion.

Arriving not fashionably late (cause of delay: traffic—so what else is new?) the cocktail was in full gear. *Après* my "hellos," I checked out the table where an excellent melange of red wines from southern France was served, such as the Jerome Philippon and Sommelier Selection, as well as wines from Rousillon, the Loire Valley and Southwest France.

I was welcomed by two of Globe Platinum top movers and shakers, tall and good-looking **Paul Velasquez**, Globe's Platinum account manager, and **Alfred de la Paz**, Globe Mobile Help Desk officer who introduced *moi* to Globe's hotshot achiever and senior marketing manager of Globe Platinum, **Krystelle Dizon**.

Après circulating with wine glass in hand, I joined the pack of cheese-lovers who were all sampling the superb cheeses, coupled with an assortment of bread; nuts and dried fruits, all from the ever reliable Old Swiss Inn, *palanggas*. The center buffet table was adorned with fresh bouquet and, *naturellement*, elegant trays with generous servings of Spanish Mancheggo; Swiss Emmenthal and Gruyere, plus the basic favorites of any cheese and wine affair, French Camembert and Brie.

The mixing and mulling invitees included economist-historian **Benito Legarda Jr**; Cinema One's **Ronald Arguelles**; **Cherie Gil**, with her husband, international violinist **Ronny Rogoff**; Ayala Museum's **Maritoni Ortigas**, plus members of Globe Platinum hot marketing rah-rah team, and the Ayala Museum's curators, **Ditas Samson** and **Ken Esguerra**, and their hardworking staff.

Breezing in late-ish was *la* vivaciously *simpatica* **Bea Zobel Jr.** with her big love, cool businessman **Joel Uichico**, who stuck to the awesome cheese table with me. Yummy!

Explosion at Regency

Boracay Regency Beach Resort sizzled with shining stars and famous personalities along its eye-catching beachfront, *palanggas*. The white-sand beach boasted of tastefully decorated rooms with a Mediterranean air, a wide range of yummy cuisine, and friendly staff, "whose mission is to help guests make the most out of their vacation." Regency's Resort chair and president, the well-respected **Henry Chusuey**, and resident manager, smart **Jade Estardo**, always make sure of the consistent excellence of the resort's products and services.

Now that summer is just a memory, *palanggas*, the latest hurrah has begun. Leading the pack is super good-looking popular hotshots, Sen. **Bong Revilla**; Chief PNP Director **Arturo** Lomibao; Rep. Joeben Miraflores; and broadcast journalist Ted Failon. Delegates from the People's Republic of China's State Administration of Radio, Film and Television, chose to stay at this world-class resort for their company outing.

Well, why not? The Regency has 85 cool luxurious and comfortable rooms, a swimming pool for kids and adults, a gym and salon and three dining establishments.

And, as of late, they just opened the hotel's convention center, *palanggas*. "It has the newest and longest facility in the island which can hold 600 persons." Check out 5238707 to 08 for more info. Who knows, even when it's raining, Bora can still be fun, *di bala*!

CEBU PACIFIC
CEBU Pacific's pretty-pretty flight attendants

ATO executive director Helen Camua

JOEL Uichico and his lady love Bea Zobel Jr., the Museum's Maritoni Ortigas, and Jana Sia

GLOBE Platinum's Paul Velasquez, Roseann Donato, Arizza Borromeo, Anna Marie de la Rosa, Jeffrey Canete, Rammy Naguiat, Iris Paras, Eduardo Rodriguez and Alfred de la Paz

TOP ECONOMIST and historian Benito Legarda Jr.

BEAUTIFUL couple Ronny Rogoff and wife, gorgeous Cherie Gil

AYALA Museum's super efficient staff. Ves Pedrasa, Ditas Samson, Donald Cabalo, Kathryn Cardenas, Jemma Zafra, Tony Par and Ken Esguerra

Globe
PLATINUM
CHARLES Palanca IV, Anton Palanca and Krytelle D.

GOOD-LOOKING popular Sen. Bong Revilla Jr.

BROADCAST journalist Ted Failon chilling out at the Regency

PNP chief P/Dir. Gen. Arturo Lomibao with Boracay Regency HRD manager Errol F. Ledesma

CCTV International Controller Jiang Heping, Boracay Regency resident manager Jade Estardo, Chinese State Administration of Radio, Film and Television vice minister Tian Jin, Boracay Regency chair and president Henry Chusuey, KBP vice chair and NU107's Atom Henares, and SARFT DG Caz Hua at the Boracay Regency Beach Resort

Beauty's great hideaway

MAKEOVER 911

Kinny Salas

EVER had days when you woke up and nothing felt right about your physical appearance? Puffy face, PMS-bloated body, sore muscles from a bad sleeping position and bad mood swing?

I have had my share. It was a highly stressful couple of days for me that time and as I woke up that fateful Wednesday morning, I knew I needed "me" time.

The Westin Sports Club and Spa with 24-hour spa service suited my needs perfectly. The Westin hotel was suitably isolated but near enough by car. The Spa had a separate side entrance so there was no fear of running into someone so early in the morning with my less-than-stellar appearance.

I was there from 10 a.m.-10 p.m. and it was just the rejuvenation I needed.

First thing I did was the two-hour Body Gommage, which started with an exfoliating body scrub that had the delicious smell of honey and almond. After the application, I waited for it to dry and my very professional aesthetician, Nina, rubbed it off, then led me to a shower.

After the dry-up, a whitening solution with warm papain extract was evenly applied and once again left to dry then rubbed off. Sounds like a tedious process, but my skin was glowing and was all pink and white like strawberries and cream.

After one last shower, Nina applied the non-greasy whitening lotion that smelled like tangerines. My skin felt like cashmere.

Full de-stressing

I took a break for a light healthy lunch at the Plaza Café buffet. When I got back, the de-stressing began in full force. Nora was in charge of my foot spa pedicure and manicure while Sheryl worked out all the kinks on my feet with a 90-minute Royal Foot reflex therapy which, sure enough, were throbbing at the slightest touch. According to Sheryl, it indicated I was overdue for reflexology.

I had the pleasure of trying out the couple's room for my 75-minute Tension Relief Massage with Faye. This solved the problem of waking up on the wrong side of the bed for the previous few days. My sleeping position apparently strained my back extensively and Faye found all the problem spots and tackled them with gusto. I stood up feeling like a new woman. It was as if all that pain and stiffness never happened.

They then led me to another treatment room and I was back in the hands of Nina for the signature two-hour Rosy Peel.

My acne-prone skin was massaged and cleaned with extractions. My zits were also injected (extra charge for that).

The grand finale was the microderm abrasion treatment, which gave my face a matte porcelain finish like those Hong Kong movie stars. I couldn't help but smile when I saw the pink flush on my cheeks due to the blood circulation. Rosy Peel was the name for it, all right.

Last on my list of needs was waxing. Nina took care of my eyebrow, underarm and bikini area. She was honest enough to say she was not very experienced when it came to zero-hair Brazilian so she opted for semi-Brazilian instead.

I got out of there at 8:30 p.m. and had the buffet dinner till 10 p.m. I was tempted to get a room in the hotel as the spa services were available on a 24-hour basis, but sadly, I had to deal with the real world the next day and just knew I would have a tough time leaving if I did decide to stay.

So if you are looking for a different gift or treat for yourself or a loved one, this is one that will definitely be appreciated. After all, with today's hectic and stressful lifestyle, who doesn't need to get away from it all once in a while?

Call 5515555 local 1586.

Glutathione at a bargain

Health Express now has its in-house 250-mg Glutathione tablets brand at P1,100 for 30 pieces. The drug is famous among those who want to attain evenly toned, lighter-colored skin.

They also sell Alpha Lipoic Acid tablets P1,400/60 pieces, which when combined with Glutathione boosts whitening/brightening effects.

Godiva has opened a skin station at their Oppen Building branch on Gil Puyat Avenue, Makati. The prices are extremely reasonable and I have checked the equipment and they are the real thing.

Godiva offers Diamond Peel, MesoLipo, IPL hair removal and skin rejuvenation. It has a leg-vein machine removal and, of course, face and spot body whitening treatments for underarm, feet, arms and hands. Call 7516140.

E-mail the author at kinnysalas @yahoo.com

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So if you are craving a great back rub and a good all-over body massage, arm yourself (and your partner!) with some wonderful massage oil products and benefit from its numerous advantages.

The best place to start is with Crabtree & Evelyn's Almond Massage Oil (200 ml, P1,150). Of all the natural oils, Almond Massage Oil is the most ideal for massage as it has a perfectly smooth slip. As an added benefit, it softens and conditions skin, especially when it is the finest and purest grade of sweet almond oil.

Crabtree & Evelyn's Aloe Vera Soothing Bath & Massage Oil (200 ml, P1,150) and Jojoba Oil Conditioning Bath & Massage Oil (200 ml, P1,150) are ideal for relaxing massages. The highly concentrated aloe vera extract—harvested from the innermost leaves of the plant—helps calm and hydrate the skin. Infused with a clean aroma of lavender, rose and herbs, Aloe Vera leaves skin feeling smooth and lightly scented.

Jojoba comes from the first-pressed oil from the leaves of this desert plant and has a fresh lime, lavender and herb blend for an invigorating massage and incredibly soft skin.

Finally, don't forget the delicious comfort of an after-massage bath. As an alternative or follow-up to a warm oil massage, swirl one or two palms full of Crabtree & Evelyn's Goatmilk Comforting Bath Milk (200 ml, P1,150) into warm bath water. Leisurely soak in this concentrated milk protein blend, a calm and soothing balm for even the most sensitive or delicate skin, and let the fresh alpine flower and lavender scents wash away any remnants of stress and anxiety before you return to the world outside.

Until Aug. 28, receive an exclusive Rosewater Leisure Set (eye mask, pillow and well-being bag) with a minimum purchase of Crabtree & Evelyn's massage oils. Offer is good while stocks last.

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Friends versus cancer; l'affaire Peter-Pitoy

Stylish set has a cool way of helping Maggie Go cope with cancer

MAGGIE Go with Rosann Cruz and Ninfa Bitong

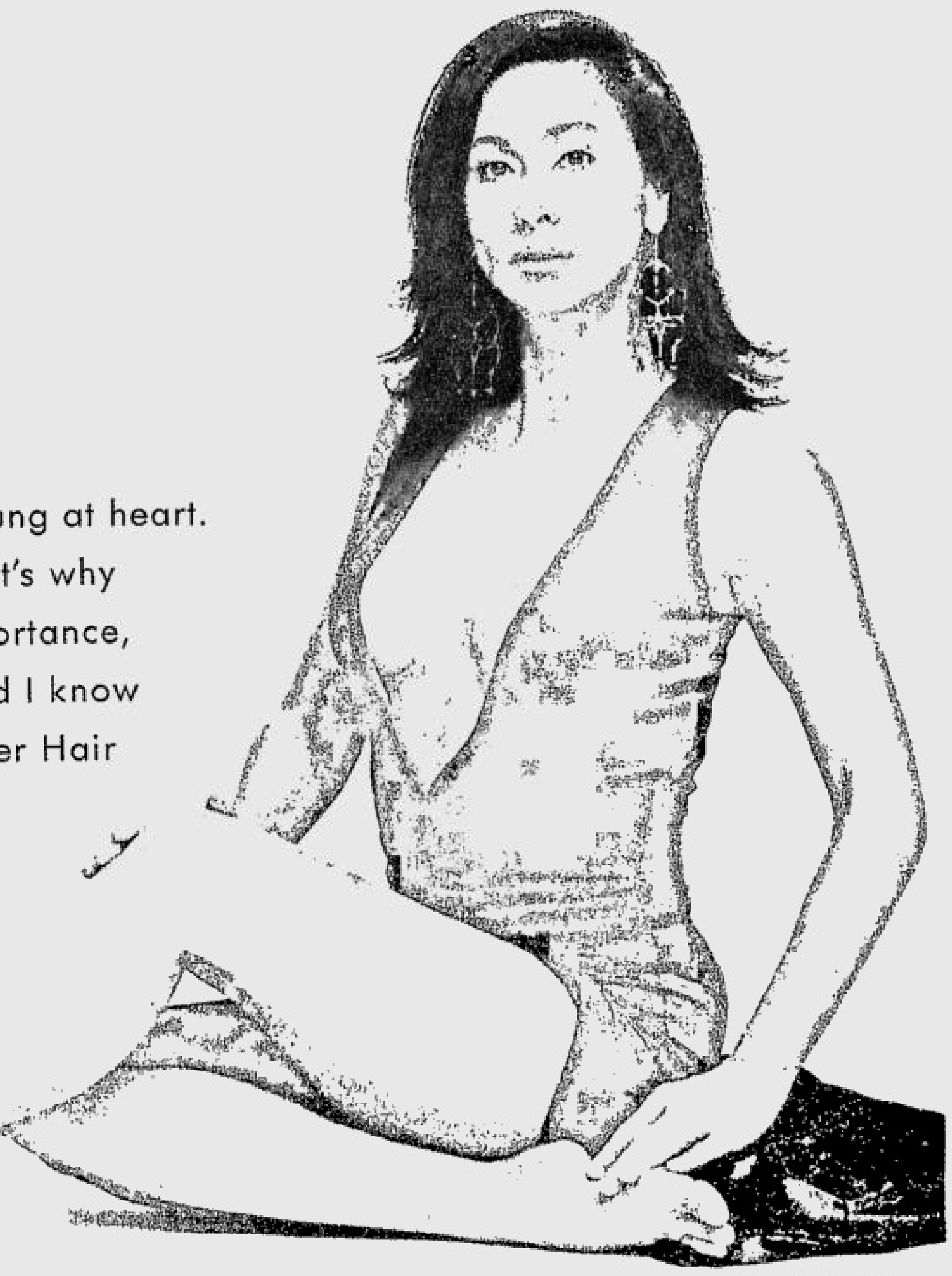
LIFE-STYLED

Thelma Sioson San Juan

IF THERE was a cool way of coping with cancer, this was it.

Friends of Maggie Go packed Quisine Monday for a night of bonding over booze and the music of Overdrive. It wasn't so much fun-filled as it was love-filled. You realized that when cancer threatens one of their own—as it has been noticeably doing these days—the (relatively) young have an altogether touching and impressive way of facing it. They join ranks. With solidarity, they assert life over illness. (Cancer seems to be afflicting more and more those in their 30s or 40s. There's always someone in your circle who has it. Why the "cancer epidemic" in these times? Could it

FRIENDS/ F3



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Cherie Gil
Actress

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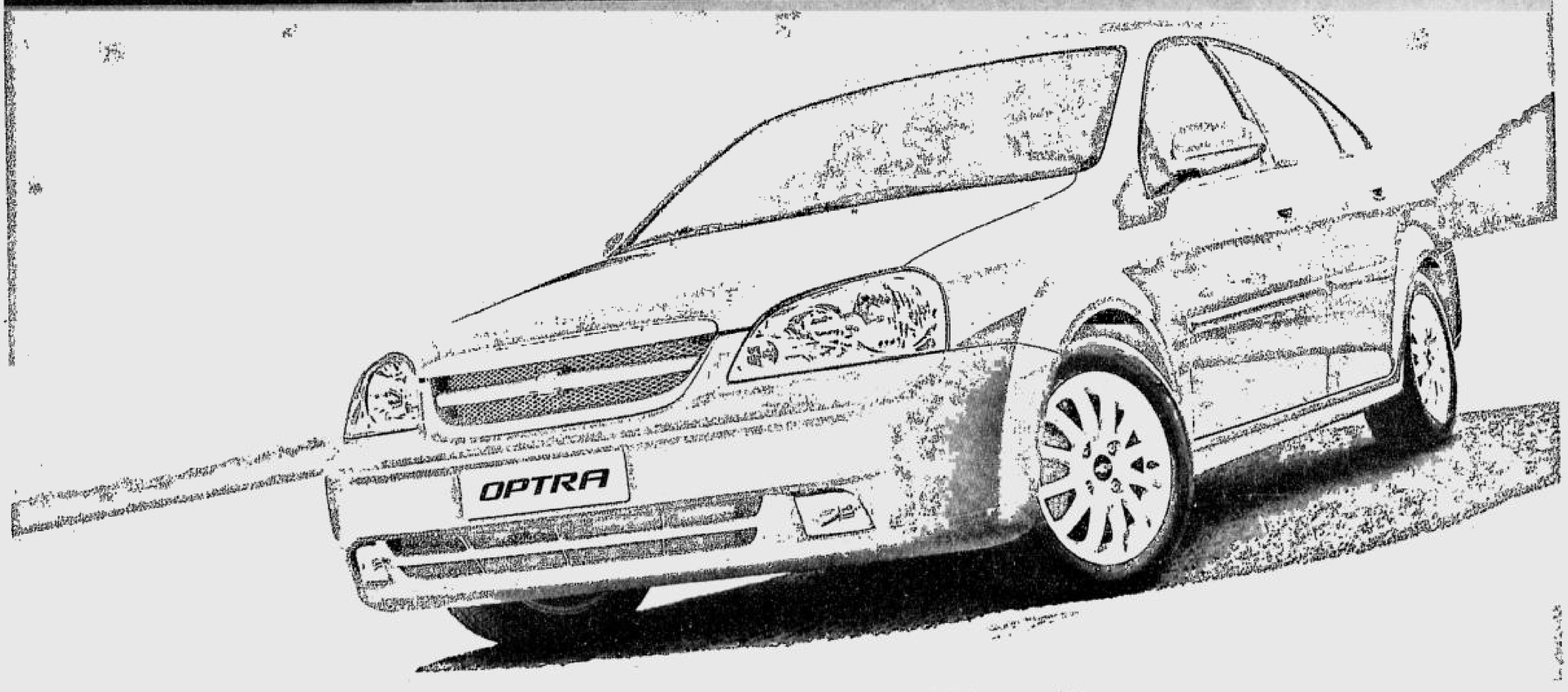

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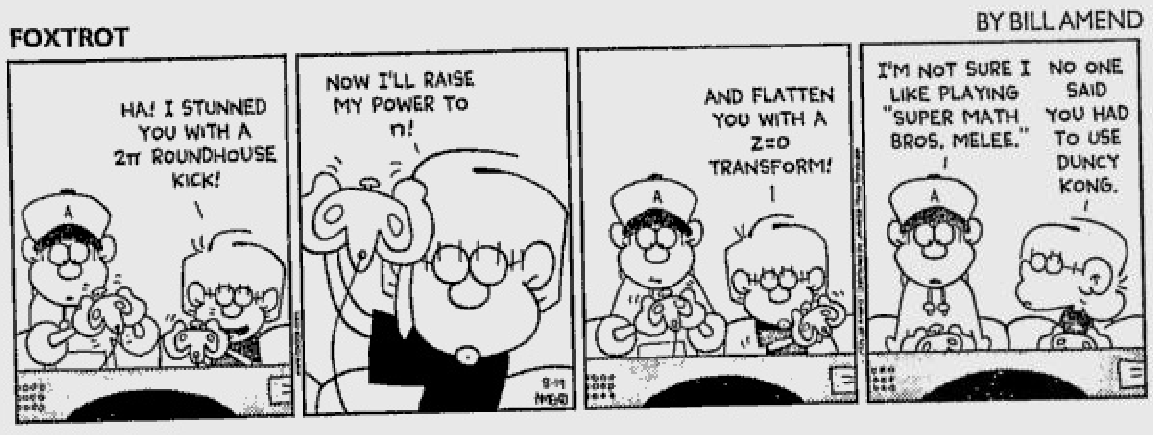
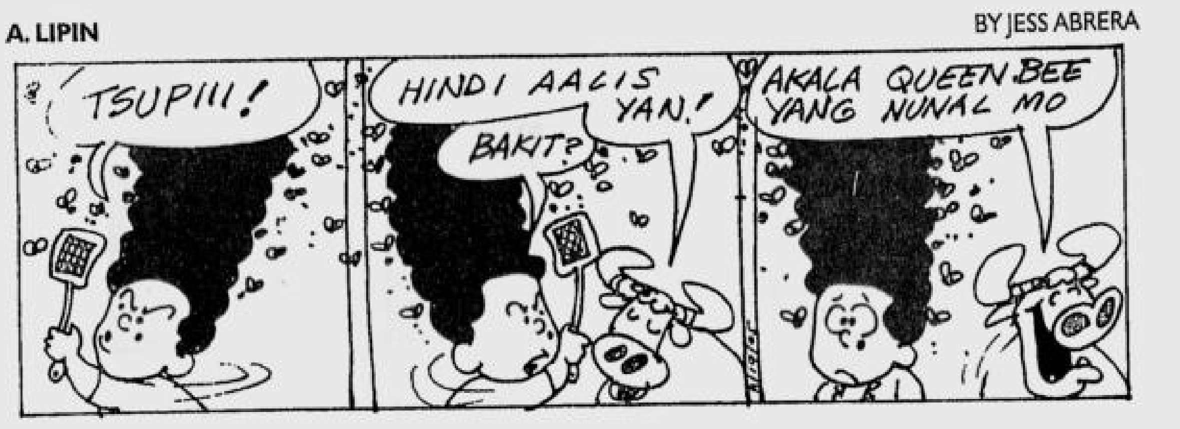
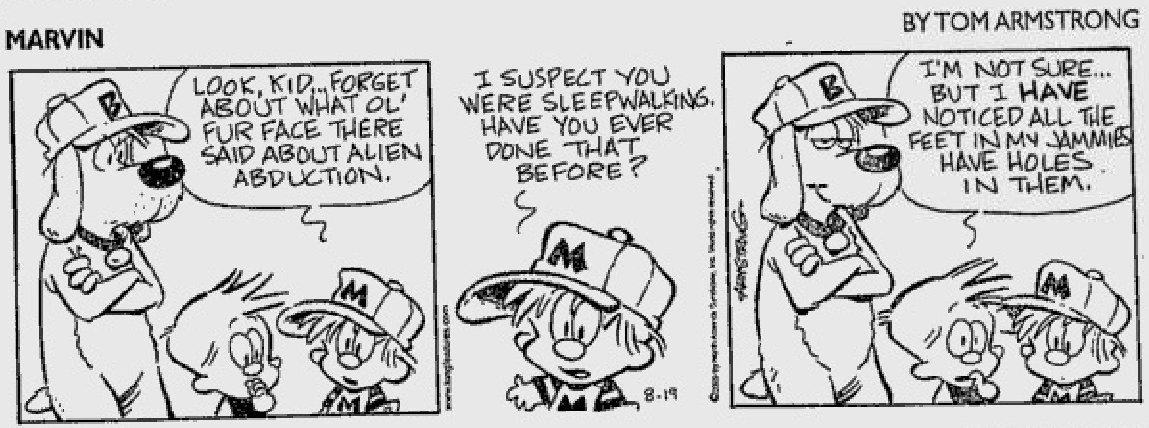

HA! I STUNNED YOU WITH A 2π ROUNDHOUSE KICK!
NOW I'LL RAISE MY POWER TO π!
AND FLATTEN YOU WITH A Z=0 TRANSFORM!
I'M NOT SURE I LIKE PLAYING "SUPER MATH BROS. MELEE."
NO ONE SAID YOU HAD TO USE DUNCY KONG.
8-19

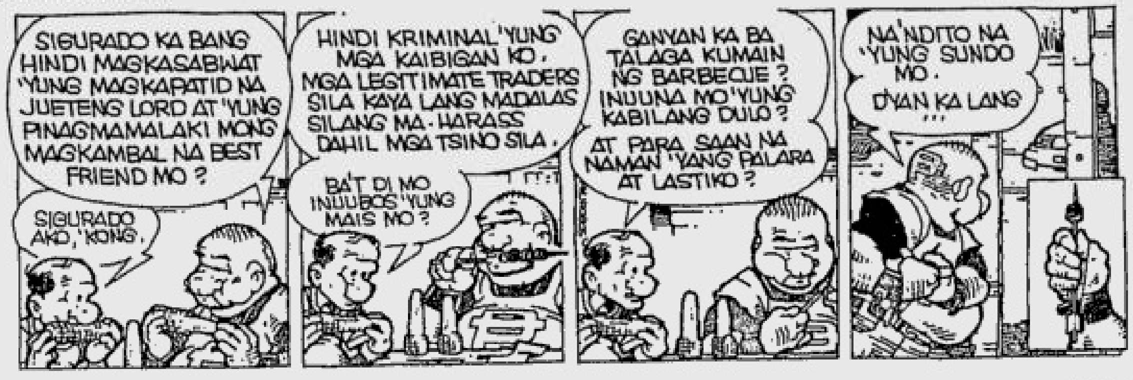
A. LIPIN BY JESS ABRERA


TSUPIII!
HINDI AALIS YAN!
BAKIT?
AKALA QUEEN BEE YANG NUNAL MO

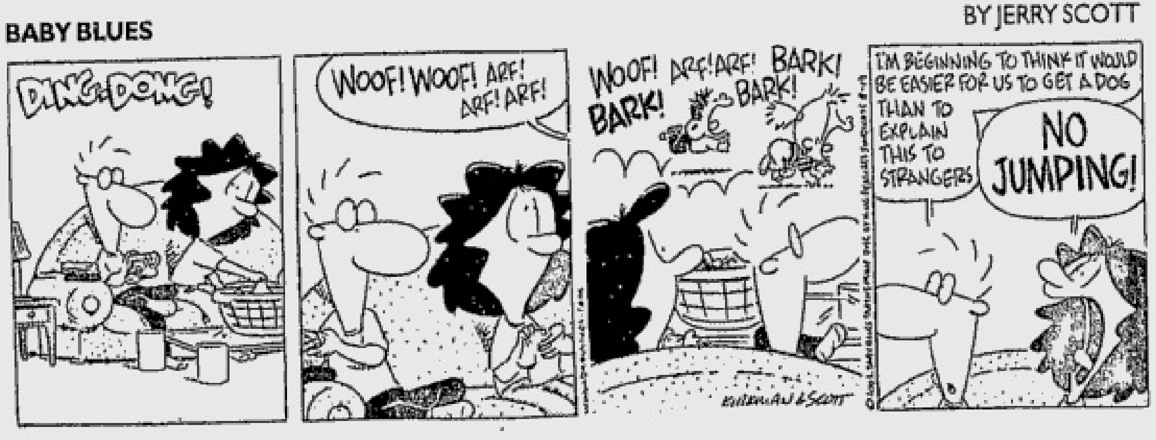
MARVIN BY TOM ARMSTRONG


LOOK, KID, FORGET ABOUT WHAT OL' FUR FACE THERE SAID ABOUT ALIEN ABDUCTION.
I SUSPECT YOU WERE SLEEPWALKING. HAVE YOU EVER DONE THAT BEFORE?
I'M NOT SURE... BUT I HAVE NOTICED ALL THE FEET IN MY JAMMIES HAVE HOLES IN THEM.
8-19

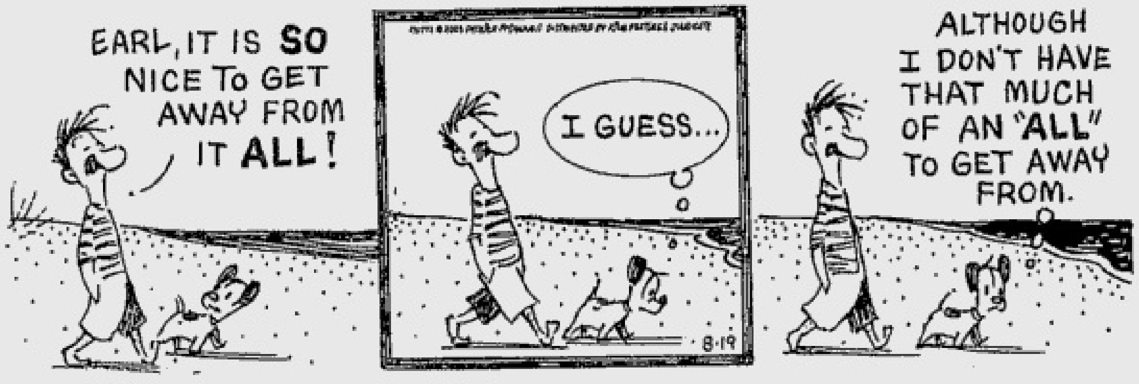
PUGAD BABOY BY P.M. JUNIOR


SIGURADO KA BANG HINDI MAGKASABWAT 'YUNG MAGKAPATID NA JUETENG LORD AT 'YUNG PINAGMAMALAKI MONG MAGKAMBAL NA BEST FRIEND MO?
SIGURADO AKO, 'KONG.
HINDI KRIMINAL 'YUNG MGA KAIBIGAN KO. MGA LEGITIMATE TRADERS SILA KAYA LANG MADALAS SILANG MA-HARASS DAHIL MGA TSINO SILA.
BA'T DI MO INUUBOS 'YUNG MAIS MO?
GANYAN KA BA TALAGA KUMAIN NG BARBECUE? INUUNA MO 'YUNG KABILANG DULO?
AT PARA SAAN NA NAMAN 'YANG PALARA AT LASTIKO?
NA'NDITO NA 'YUNG SUNDO MO.
D'YAN KA LANG...

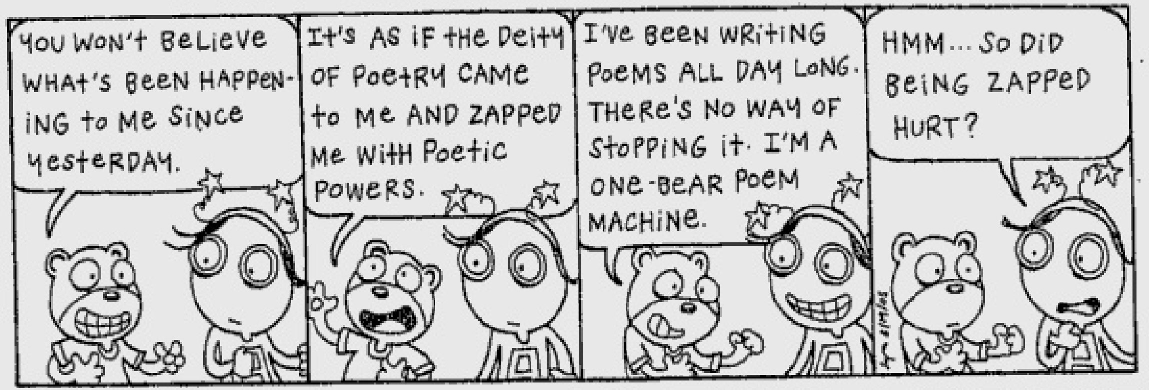
BABY BLUES BY JERRY SCOTT


DING-DONG!
WOOF! WOOF! ARF! ARF! ARF!
WOOF! ARF! ARF! BARK! BARK! BARK!
I'M BEGINNING TO THINK IT WOULD BE EASIER FOR US TO GET A DOG THAN TO EXPLAIN THIS TO STRANGERS
NO JUMPING!
KIRKMAN & SCOTT

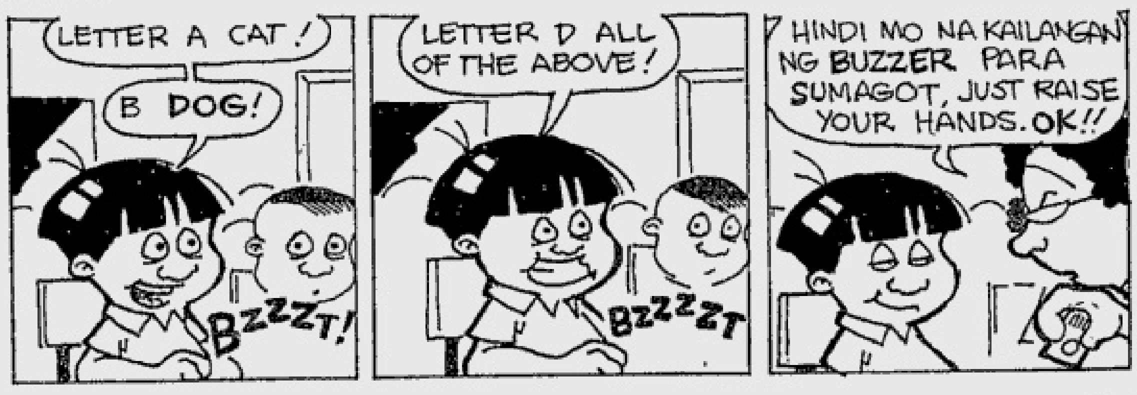
MUTTS BY PATRICK McDONNELL


EARL, IT IS SO NICE TO GET AWAY FROM IT ALL!
I GUESS...
8-19
ALTHOUGH I DON'T HAVE THAT MUCH OF AN "ALL" TO GET AWAY FROM.

ATOMO AND WEBOY BY LYRA GARCELLANO


YOU WON'T BELIEVE WHAT'S BEEN HAPPENING TO ME SINCE YESTERDAY.
IT'S AS IF THE DEITY OF POETRY CAME TO ME AND ZAPPED ME WITH POETIC POWERS.
I'VE BEEN WRITING POEMS ALL DAY LONG. THERE'S NO WAY OF STOPPING IT. I'M A ONE-BEAR POEM MACHINE.
HMM... SO DID BEING ZAPPED HURT?

KAMOTE BY RICKY BARBOZA


LETTER A CAT!
B DOG!
BZZZT!
LETTER D ALL OF THE ABOVE!
BZZZZT
HINDI MO NA KAILANGAN NG BUZZER PARA SUMAGOT, JUST RAISE YOUR HANDS. OK!!

HOROSCOPE

BY FRANCIS DRAKE

YOU BORN TODAY: You're interested in so many things that it's difficult to make a choice about what to do for a career. You work hard. Although you can be an extremist, your life is orderly. Relationships are important to you. Expect increased solitude this year in order to learn something important.
Birthdate of: Kevin Dillon, actor; Bill Clinton, 42nd US president; Kyra Sedgwick, actress.

ARIES (March 21 to April 19): You feel drawn in two directions today with respect to friends, romantic interests and responsibilities with children. Relax: You can't please everyone, and you can only be in one place at a time.

TAURUS (April 20 to May 20): It's difficult to know where to focus today—career or home and family? Actually, you cannot ignore the needs of home and family right now. They come first.

GEMINI (May 21 to June 20): Resist the urge to get into philosophical arguments with others. Today's Full Moon tends to set you up for this. (Remember: A closed mouth gathers no feet.)

CANCER (June 21 to July 22): Avoid money arguments or conflict about shared possessions. Today's Full Moon makes people emotional. It also tends to polarize things. Wait a day or two.

LEO (July 23 to Aug. 22): Today's Full Moon opposes your sign. This throws your focus onto relationships. It offers a chance to learn more about yourself by watching how you relate to those who are closest to you.

VIRGO (Aug. 23 to Sept. 22): Try to respect your need for solitude today. Linger over a second cup of coffee. Go for a walk. Do anything that gives you some privacy and thinking time.

LIBRA (Sept. 23 to Oct. 22): Don't worry about trying to keep friends and groups happy. If you just please yourself, you'll please everyone else about 75 percent of the time.

SCORPIO (Oct. 23 to Nov. 21): Despite the demands of family, it's important to focus on your career right now. Maintain a good reputation in the eyes of others. People look to you for leadership now.

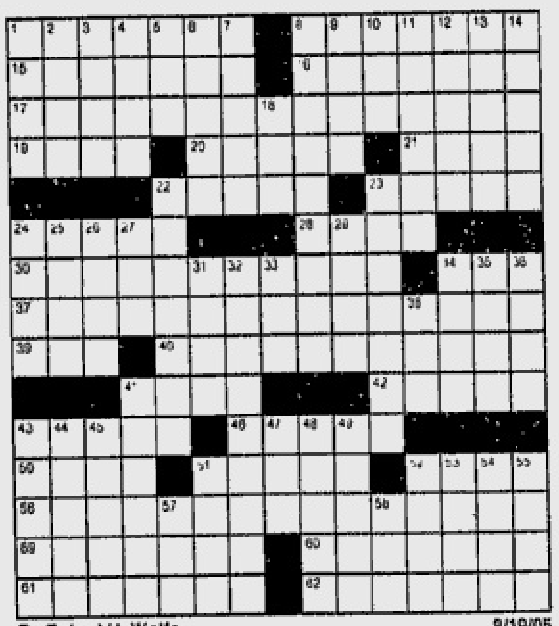
SAGITTARIUS (Nov. 22 to Dec. 21): Issues about matters in other countries, travel or publishing might come to a head now. You have to make a decision.

CAPRICORN (Dec. 22 to Jan. 19): This is not the ideal day to divide something or decide who owns what. Today's Full Moon creates an imbalance in this area in your life. Wait a couple of days.

AQUARIUS (Jan. 20 to Feb. 18): Today's Full Moon is in your sign. This is the only time all year you feel this intense, emotional pull. Listen carefully to others. Communications with others are important today.

PISCES (Feb. 19 to March 20): You have the drive to get things done at work today. Make the most of this. You have today's Full Moon energy to accomplish what you need to do.

DAILY CROSSWORD



By Robert H. Wolfe
North Woodmere, NY
8/19/05

ACROSS
1 George Herman Ruth
8 Was blue
15 Make haste!
16 ERA part
17 Wow!
19 Editorial instruction
20 Bar offerings
21 One of Red's characters
22 Relieves
23 Comes together
24 Close by, in poetry
28 Whisker
30 Noted Spanish cellist
34 Small battery size
37 Wow!
39 Common ID
40 Holding last place
41 Focal points
42 Olds model
43 React to a bad pun
46 Of the Vatican
50 Stone
51 Entire
52 Slip-on slipper
56 Wow!
59 When scones are served
60 Gut-wrenching
61 Comforts
62 Lassos, figuratively

DOWN
1 The one here
2 Jabba the _
3 Gaelic language
4 Very dry, as champagne
5 Writer Rand
6 Smith of football
7 Fencing tools
8 Just portion
9 Evenings before big days
10 Bk. after Exod.
11 Missing-persons investigator
12 Weasellike mammal
13 Lace end
14 Views as
18 Peggy or Brenda
22 Mountain shaper
23 Card-game do-over
24 Real estate abbrs.
25 Slangy turndowns
26 Noted Israeli diplomat
27 Carol of "Private Parts"
29 Smart guy?
31 The Pres., militarily
32 Opposites
33 SMU or MSU
34 Up to it
35 Banned insecticide
36 Dynamic opening?
38 Not well
41 Teton Sioux
43 Southern breakfast fare
44 Romantic Montague
45 Of eight
47 AST part
48 Debt settler
49 Texas shrine
51 Gentle
52 Check attachment?
53 Israeli machine guns
54 Strauss of jeans
55 Biblical garden
57 Twitch
58 Swabby's stick

Thursday's Puzzle Solved

E	A	S	E	D	■	H	O	G	■	O	P	E	R	A
C	E	L	L	I	■	O	R	O	■	R	O	G	E	R
O	R	A	L	E	■	T	C	U	■	A	O	R	T	A
L	I	V	E	S	O	T	H	A	T	T	H	E	■	■
E	E	E	■	I	R	E	■	C	O	O	■	G	E	E
■	■	■	P	R	E	A	C	H	E	R	W	I	L	L
S	A	L	A	A	M	■	A	E	S	■	H	O	E	S
E	L	A	T	E	■	A	D	S	■	F	A	U	N	A
A	L	S	O	■	D	D	E	■	B	A	L	S	A	S
N	O	T	N	E	E	D	T	O	L	I	E	■	■	■
S	T	N	■	E	M	S	■	F	A	R	■	A	V	A
■	■	A	T	Y	O	U	R	F	U	N	E	R	A	L
C	A	M	E	O	■	P	I	E	■	E	X	U	D	E
S	M	E	A	R	■	T	N	N	■	S	A	B	E	R
A	I	S	L	E	■	O	D	D	■	S	M	A	R	T

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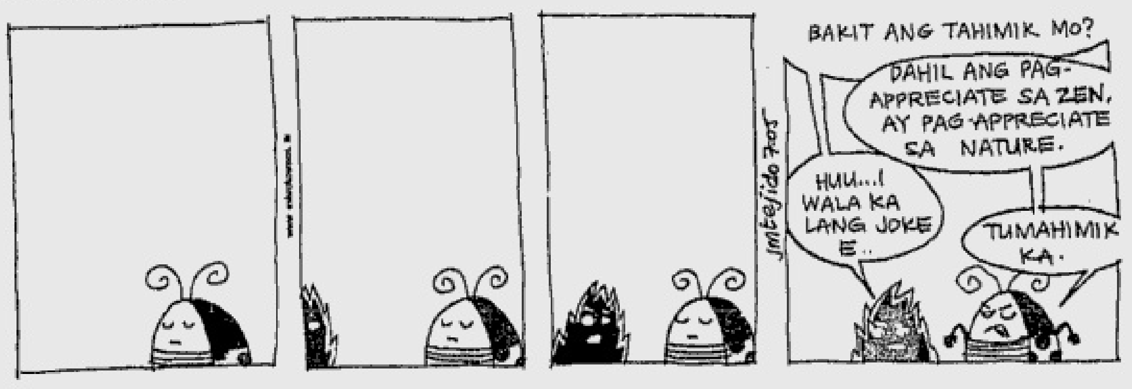
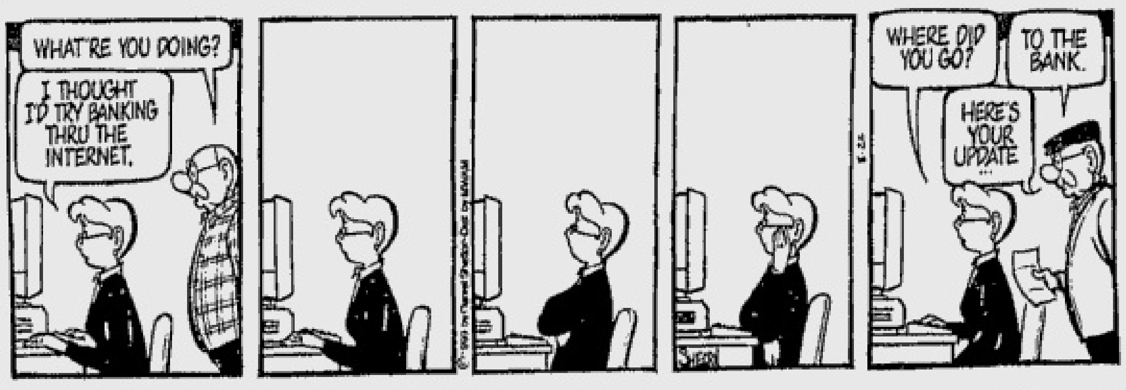
8/19/05

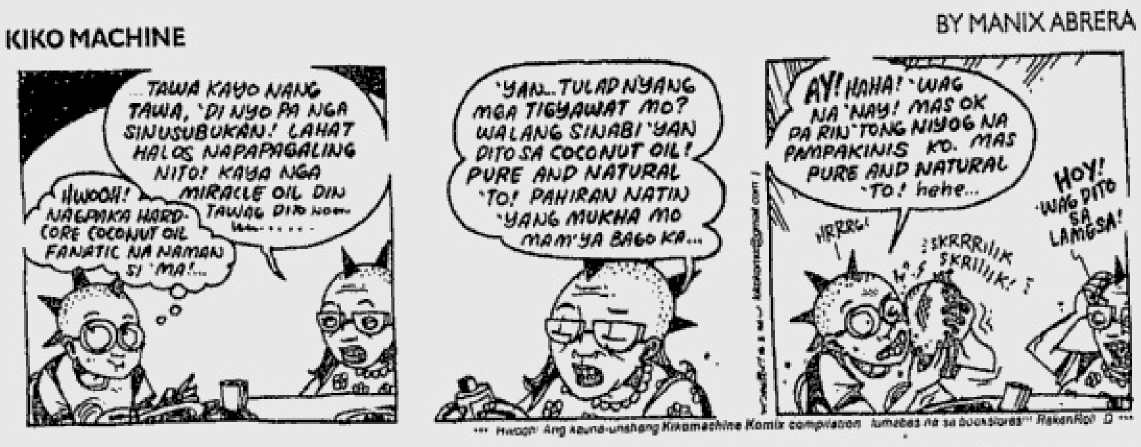
MIKROKOSMOS BY JOMIKE TEJIDO


jmtejido 2005
BAKIT ANG TAHIMIK MO?
DAHIL ANG PAG-APPRECIATE SA ZEN, AY PAG-APPRECIATE SA NATURE.
HUU...! WALA KA LANG JOKE E..
TUMAHIMIK KA.

BEN BY DANIEL SHELTON

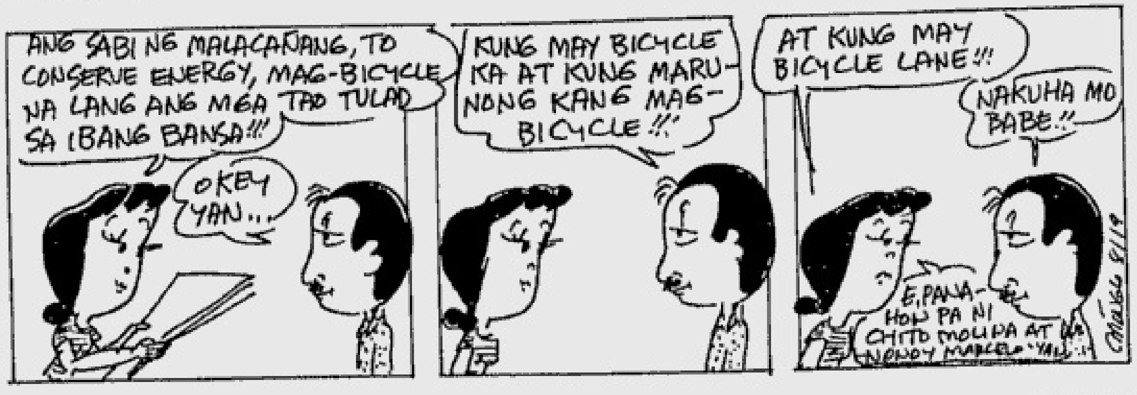

WHAT'RE YOU DOING?
I THOUGHT I'D TRY BANKING THRU THE INTERNET.
WHERE DID YOU GO?
TO THE BANK.
HERE'S YOUR UPDATE...

KIKO MACHINE BY MANIX ABRERA

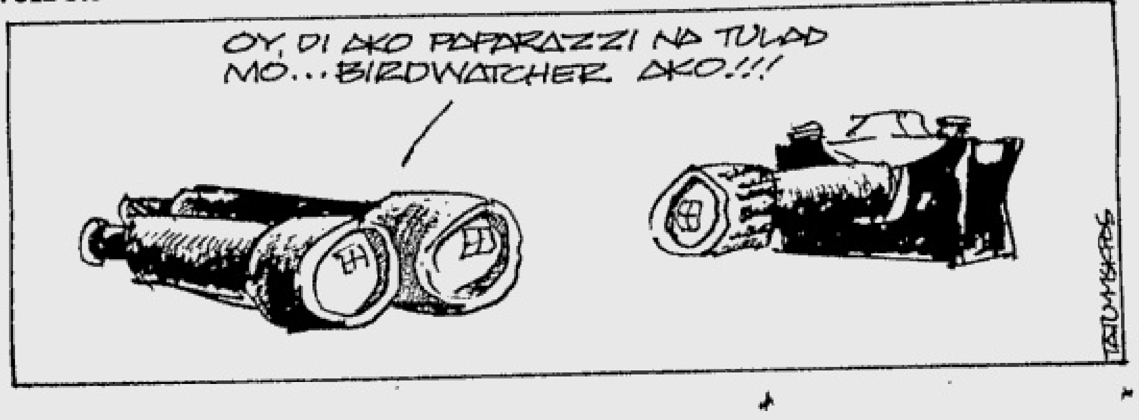

...TAWA KAYO NANG TAWA, 'DI NYO PA NGA SINUSUBUKAN! LAHAT HALOS NAPAPAGALING NITO! KAYA NGA MIRACLE OIL DIN TAWAG DITO eh...
HWOOH! NAGPAKA HARD-CORE COCONUT OIL FANATIC NA NAMAN SI 'MA!...
'YAN...TULAD NYANG MGA TIGYAWAT MO? WALANG SINABI 'YAN DITO SA COCONUT OIL! PURE AND NATURAL 'TO! PAHIRAN NATIN 'YANG MUKHA MO MAM'YA BAGO KA...
AY! HAHA! 'WAG NA 'NAY! MAS OK PA RIN 'TONG NIYOG NA PAMPAKINIS KO. MAS PURE AND NATURAL 'TO! hehe...
HRRRG!
SKRRRIIIK SKRIIIIK!
HOY! 'WAG DITO SA LAMESA!

*** Hwooh! Ang kauna-unahang Kikomachine Komix compilation lumabas na sa bookstores!!! RakenRol! D ***

LOVEKNOTS BY ELIZABETH CHIONGLO


ANG SABI NG MALACAÑANG, TO CONSERVE ENERGY, MAG-BICYCLE NA LANG ANG MGA TAO TULAD SA IBANG BANSA!!!
OKEY YAN...
KUNG MAY BICYCLE KA AT KUNG MARUNONG KANG MAG-BICYCLE!!!
AT KUNG MAY BICYCLE LANE!!!
NAKUHA MO BABE!!
E, PANAHON PA NI CHITO MOLIPA AT NI NONOY MARCELO 'YAN!!
CHIONGLO 8/19

TULDOK BY PAPU AND TATUM MILAMBILING


OY, DI AKO PAPARAZZI NA TULAD MO... BIRDWATCHER AKO!!!
TATUM&PAPS

Friends versus cancer; l'affaire Peter-Pitoy

From page F1

be all that stress internalized?)

Maggie, a Rhode Island graduate, is an architect known for impeccable taste and style, whether fashion or home design. She's into diving, tennis and has a good network of friends, many of them dating back to grade school at Assumption. Hers is such a vibrant lifestyle. Barely a year ago, she was diagnosed of melanoma, a skin cancer quite rare among Filipinas.

Eschewing chemotherapy (or the drug Interferon), Maggie didn't interrupt her lifestyle, save for surgery. Recently her doctors led by **Gary Lorenzo** opted for an unconventional treatment that has had quite a success rate with prostate cancer cases. To explain it in general terms, it is immunotherapy wherein the patient's white blood cells are mixed with one's cancer cells to fight the cancer cells. It's a treatment that's being tried in the US and a US specialist is flying here to perform it. Maggie is having her first in a series of such treatment this week at Asian Hospital.

Her formidable set of friends from Assumption decided to organize the Quisine gig as a way of just being there for Maggie. Her *barkada*—**Florina Maliwat Pueo, Chiqui Mabanta, Marissa Lopa, Pilar Bustamante Estrella, Mimil Mañosa Rosales** (who's in the US)—spared no detail to turn it into a smash night. People streamed in by eight; by nine, Overdrive was on overdrive.

Overdrive is a band that dates back to the Ateneo years—Maggie's bosom friends who jammed with her brother **Jeff**. Monday night saw **Raul Banzon, Anton Periquet, Louie Ramirez, Iwi Laurel** on the band stand (with reinforcements like **John Besa**) revving up the crowd of friends, and being revved up (and hooted) by it in return.

One of the night's highlights was Marissa Lopa singing with the band—something she hadn't done for years—and doing it so well. She oohed-and-ahhed through **Fleetwood Mac's** "Dreams" like one cool chick. The other highlight was **Dixie Mabanta** playing the guitar again just, he said, "for Maggie."

These friends have their own non-music lives now: Marissa is into home design and magazine writing while Dixie is a businessman. Yet that night they were game enough to perform.

As the night wore on, they strode in to pack the place—**Miko Hilario**, who was there from start to finish; **Ito Feliciano**, who helped arrange the venue; **Rosann Cruz, Gigi Buenaventura, Bledes** and **Malou Fores, Choy Cojuangco, Rica Araneta**, among others.

Maggie's sister, **Rina**, the design and business talent behind Viseversa, was there with her solid bunch: **Lizette Cojuangco** with husband **Mikee, Carmela Ongsiako, Jojie Ocampo** with husband Louie. Maggie's brothers **Francis** and **Kenneth** with wife JJ also lent support.

We also spotted **Ed** and **Susie Calma, Bernardine Siy** whose Kenny Rogers outlets Maggie designed, party regulars **Pepper Teehankee** and **JR Isaac**, lawyer **Eric Quiason** whom we didn't know step out at night until then, **Pin Cojuangco Guingona**, also on a rare night-out, and First Daughter **Luli Arroyo**.

The night was rousing but it was also touching. As Marissa said, it was their way of "going beyond holding Maggie's hand." Overdrive's **Louie Ramirez** sang out to Maggie: "Don't stop thinking about tomorrow!"

True, tomorrow can be a big scary word. That night, however, Maggie's friends turned it into a four-letter word: love.

Peter and Pitoy

Last week we had an interesting find among **Pitoy Moreno**'s mementos: photos of him and **Peter Jennings**.

The good-looking, famous news anchor of ABC and journalist died this month of lung cancer. Pitoy and Peter, we learned, had been friends since the '70s when Jennings covered the Vietnam War. He would be based in Manila now and then in those years, billeted at the Hyatt, and would have breakfast with Pitoy in the latter's atelier, almost every morning.

The two became friends after Peter had some barong made by Pitoy. The couturier then introduced the American journalist to President **Marcos** and his wife **Imelda**.

The correspondence between the two continued while Jennings made the rounds of hot spots such as Iran, Beirut and the Middle East. During the 1986 Edsa Revolution, Peter gave Pitoy a call to say he was flying in—and that he wanted a meeting with **Marcos, Cory Aquino** and curiously, with Pitoy.

At Manila Hotel, Peter told Pitoy that he wanted "to have lunch with you—and only with you." No sooner had they sat down to lunch than Pitoy knew the agenda: he wanted to know who had **Ninoy Aquino** killed. Of course, Pitoy's answer was vintage Pitoy: "Ninoy is a good friend and brod (Upsilon), as **Doy (Laurel)**, and Marcos is another brod." (In fact, Pitoy would have all the "Edsas" covered in his phone book alone.)

In 1998 when Pitoy had a show in New York, Peter returned the gesture by hosting a lunch for him and his models at the ABC headquarters. There, Pitoy also met Peter's wife, **Kayce Freed**.

In his reminiscing, there's just one question Pitoy was mum about. Who among the lovely Filipinas became Jennings' girlfriend-if any? Silence, on record at least. So very Pitoy.

Super sizzler

Thanks to journalist **James Ong**, we just got our hands on this month's sizzler: September Vanity Fair with **Jennifer Aniston** on the cover, and talking about her hurt about ex **Brad Pitt** and **Angelina Jolie**.

The photos alone are eye-dropping sexy. Jennifer is in her bikini underwear. The emotional striptease, however, is just as irresistible as the physical. In the interview she swings from smug—"I can't say it was one of the highlights of my year" referring to Jolie and Pitt photos—to hurt: "He can do—whatever. We're divorced, and you can see why."

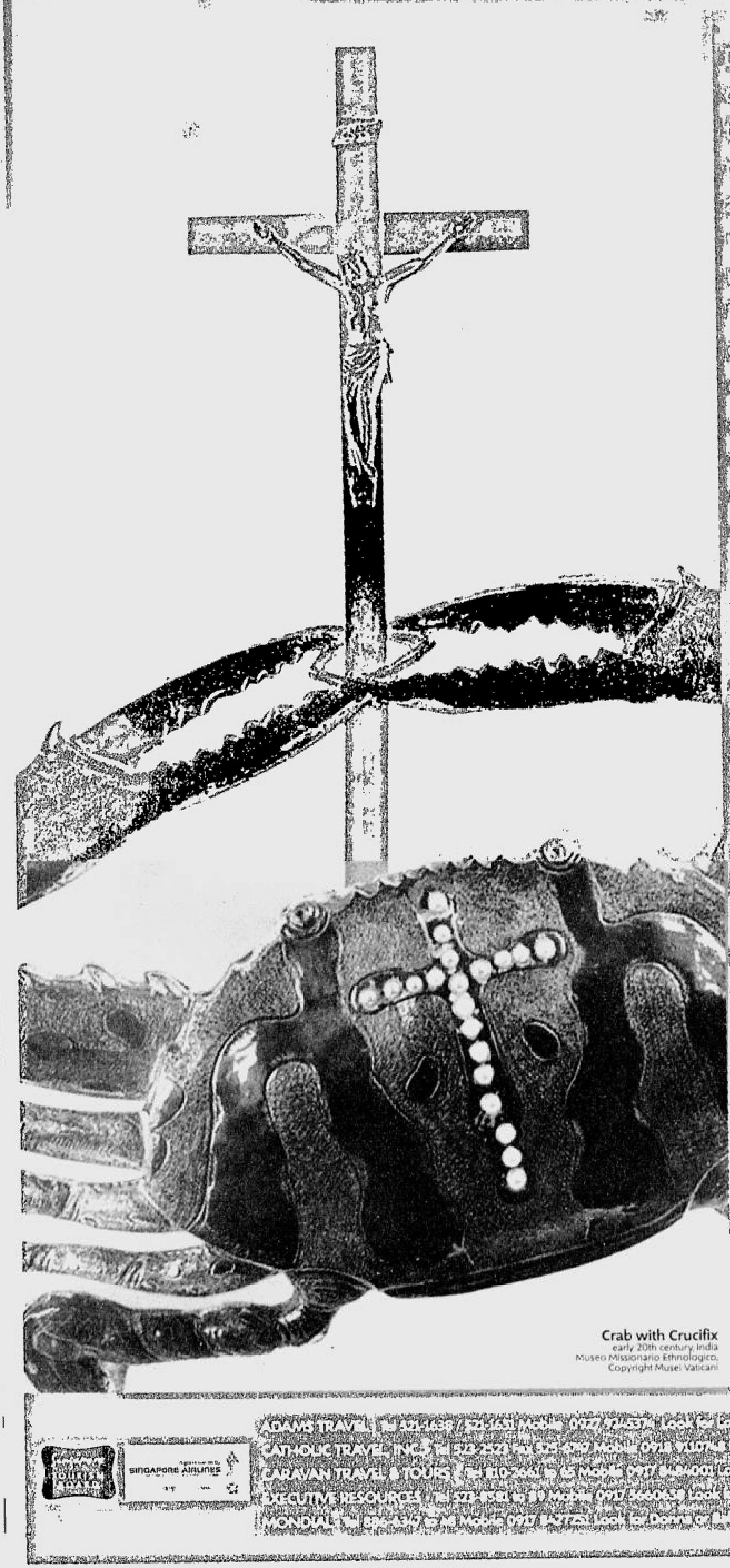
Interestingly, other glossies cashed in on this Vanity Fair exclusive. The weeklies People, Us Weekly and In Touch saw their circulation swelling by reporting-on the report, without giving Vanity Fair credit.

E-mail the author at tsanjuan@skyinet.net

IN 1998 New York at ABC, Peter Jennings, his wife Kayce Freed (far left) with Pitoy Moreno and his models Badette Vinalon, Lorena Pangan, Collete Centeno, Gladys Dueñas and Kristine Florendo

JENNIFER Aniston does emotional striptease in September Vanity Fair.

JOURNEY OF FAITH
ART & HISTORY FROM THE VATICAN COLLECTIONS
Asian Civilisations Museum, 18 June – 9 October 2005



Crab with Crucifix
early 20th century, India
Museo Missionario Etnologico,
Copyright Musei Vaticani

Discover the artistic past of Christianity through this rare exhibition of priceless religious artefacts and masterpieces. Then experience the Sacred Music Festival that celebrates the diversity of Christian music from all around the world with performances from over 100 local and international artists.

Sacred Music Festival Highlights

Mendelssohn's Elijah
30 September - 1 October

Roman Carnival
10 & 11 September

Other Events

Curator's Tour of the Exhibition
26 August

Italia Frescoes A Modern Vision about Art & Faith Exhibition
2-13 September

Rome from Renaissance to Baroque by Sabrina Zuber, Art Consultant
29 September

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Fashion and car show marks German month

WHO NEEDS SUGAR!
Winners of the Equal 10 Best Bodies competition presented at Pinnacle Health Pointe, in Eastwood, Libis, QC, are Lily Ann Chu, Erika Ana Jimenez, Cherry Grace Sy, Maris Dimayuga, Katherine Abu, Aileen Gail Gan, Marisol Lapus, Ma. Consuelo Fortich, Shirley Quek and Elaine Janis Dagdayan. They will appear in an Equal ad in Cosmopolitan magazine's August issue. Each winner was awarded P20,000 and a year's supply of Equal low-calorie sweetener. With the winners are Equal assistant product manager Renee Bernardo, Cosmopolitan editor in chief Ianne Evangelista, and Equal marketing and sales manager Marivi Zamora.

GERMAN Month 2005 kicks off with the "Mercedes Benz Fashion Show powered by Lufthansa" on Sept. 15 at Westin Philippine Plaza's Bay View Tent. It will feature apparel by Escada and Puma complemented by Mercedes Benz cars. Brumms Quality Wines will provide German wines to go with culinary surprises. Theme this year is "Germany. It's more than you think!" The event is organized by Fairs & More, in cooperation with the German embassy, Goethe Institut, The German Club and The German School. Visit www.germany-philippines.com or call 8451324.

GOINGS ON

BIRTH ANNIVERSARY. Colegio de San Juan de Letran will celebrate the 127th birth anniversary of Manuel Luis Quezon today at the school's Quezon Garden. A Mass, floral offering and breakfast will be held. Members of the Quezon family, friends and alumni are expected to grace the event.

SALE. Sta. Lucia East Grand Mall holds its Grand Weekend Sale today, tomorrow and on Aug. 21. A P300 single-purchase receipt entitles a customer to a raffle coupon that can give him a chance to win one of three washing machines. Every P500 single-purchase receipt gets them a raffle coupon. A brand-new Honda Jazz is at stake in the first grand draw.

SALE. Shop@ Le Pav will be held Aug. 27-28, 9 a.m.-7 p.m., at Le Pavillion, Metropolitan Park, Roxas Blvd. On sale are designer jackets, fashion and home accessories, bags, shoes, children's toys, gadgets and gizmos.

CONCERT. Don't miss "Bayan Umawit," a concert celebrating 40 years of Philippine liturgical music since Vatican 2. Featuring Noel Cabangon, Cookie Chua, Jett Pangan, May Bayot and an 80-person choir with Bukas Palad Music Ministry, Pansol Choir, Hangad, Barangka Choir, Middle C and Ateneo Chamber Singers. The concert is set tomorrow, 3 p.m. and 7:30 p.m., at Teatro Aguinaldo, AFP Theater, Camp Aguinaldo, QC. Call 4265971 to 72 or 4266101 local 3425.

KIDS' DAY. Starmall Las Piñas presents The Great Puppet Show on Aug. 21 at 2/L, activity hub. Metropolis Star Alabang features a family variety show on Aug. 27. Starmall Edsa offers free ceramic painting activity on Aug. 27 and kiddie mall show on Aug. 28. Free admission for all kids' shows.

MUSICAL. Concert at the Park presents Gantimpala Theater Foundation's production of "Kanser" on Aug. 21, 6:30 p.m., at Rizal Park open-air auditorium, Manila. Admission is free.

BAZAAR. Power Plant Mall will hold its First Vintage Bazaar on Aug. 27-28. It will feature Bohemian, Moroccan and Indian items. Call 8981702.

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LAST CALL!
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Open Category(Limited Slots only)
WINNER TAKE ALL P5,000

The most prestigious bartending competition in the country to date

September 9, 2005 Friday
Fountain Area, Robinsons Place Pioneer

Registration starts 12noon sharp

For details,
Log on to: www.geocities.com/advocatebarandbev
or call 09192607685 or 9339084

This event is presented by Robinsons Malls, Destileria Limtuaco, STI College Caloocan, Philippine Daily Inquirer, Gourmet Everyday, ABC Life, NU 107.5, Outback Restaurant, KLG Foodservice Inc., BCNY USA, Net Effect, Blue Blazer Bar Catering, Des Merie Catering and Pinoytender. endorsed by THE DEPARTMENT OF TOURISM.

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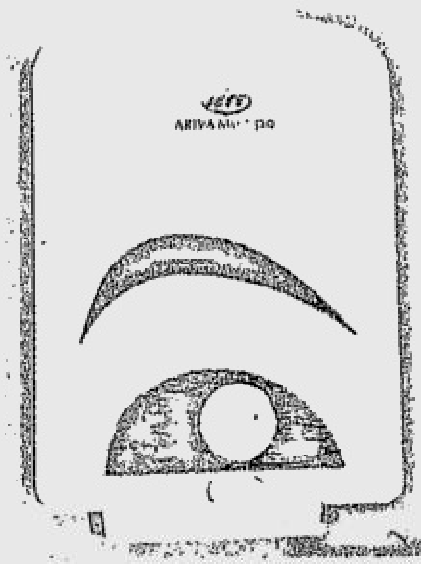

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8_pm saturday 9_pm

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Channel	2:30PM	3:00PM	3:30PM	4:00PM	4:30PM	5:00PM	5:30PM	6:00PM	6:30PM	7:00PM	7:30PM	8:00PM	8:30PM	9:00PM	9:30PM	10:00PM	10:30PM	11:00PM	11:30PM
NBN					Teledyaryo	Ting ng Bayan (Live)		GSIS Member's Hour		Ting ng Bayan (Live)		Teledyaryo		Ting ng Bayan (Live)					
ABS-CBN 2	Kapamilya Cinema				Pasion de Amor	Mr. Bean	Naruto	Opids	Meteor Garden Season 2	TV Patrol World	Mga Anghel Na Walang Langit	Ikaw Ang Lahat Sa Akin	Kampanerang Kuba	Green Rose	Oh! Feel Young	24			Insider
ABC 5			EZ Shop -		Global Hoops				Sentro	Global Hoops					Big News	Real Stories		ESPN Golf PGA Championships Highlights (Day 1-4)	
GMA 7	Saang Sulok Ng Langit	Now and Forever	Friends	Shaman King	Slam Dunk	All For Love		24 Oras		Extra Challenge		Darna	Encantadia	Sugo	Attic Cat	Bubble Gang			Saksi
RPN 9	TV Shopping		Defenders Of The Earth	Hey Arnold!	As Told By Ginger	Krusada Kontra Krimen		Entertainment Tonight	The Insider	WWE Smackdown		Boarding House North Shore 1		The OC		Newswatch Now	RPN Anniversary Special		
IBC 13		EZ Shop		EZ Shop		Home Shopping Network	IBC Express Balita	Lifestyle		MTV		Sports X-Press	Boxing		King Of Adventure		IBC News Tonite	MTV	
SBN 21		New Life TV Shop		New Life TV Shop				EZ Shop				Oras Ng Himala		Oras ng Katotohanan		Superfine Tv Shopping		Oras Ng Himala	
Studio 23						X-Men Evolution	Spiderman	The Batman	Justice League	Wazzup Wazzup		Barkada Nights				News Central	Oprah		Just Shoot Me
MTV Philippines	Pimp My Ride Isle Of MTV # 2	Rockola	MTV Pop Inc		Trippin # 106	Hangin Out at MTV	MTV Get Spotted	John Legend In Concert		Massive	2004 Pilipinas Red Carpet Special	Dives (Main Chart)		MTV Urban Beats	MTV Presents: The Faders Live	Viva La Bam # 203	Trippin # 106	MTV Play	VH1 Video Collections
MYX	Star MYX	Urban MYX	Rock MYX	OPM MYX	My MYX	Take 5	MYX Backtrax	MYX Firsts	Mellow MYX	Pop MYX	Urban MYX	MYX Daily Top Ten		Club MYX	MYX Remakes	My MYX	OPM MYX	MYX Backtrax	Mellow MYX
CNN		Business International		Larry King Live		World News	World Sport	Business International		World News	World Sport	World News Asia		World News	World Sport	World News Asia		Your World Today	
ESPN												Sportscenter Asia						NBA XL	
Solar Sports	TV Shopping	WTA 2005			Phil. 9-Ball Open				Greatest Classics				Sports Desk	Davis Cup 2nd Round '05 Qfinals Day1					
Sports Plus					Get A Grip On Golf	Tour De France Highlights			World's Greatest Auto Shows		Tour De France	Monster Jam		FMX		Inside the PGA			
Cinemax			Arabian Nights (3:45 PM)			Hercules And Lost Kingdom				An Officer And A Gentleman				The Hunted				The Tuxedo (10:50PM)	
Hallmark Channel	Bewitched	Judging Amy		HCA: The Fairytaler	Sesame Street		Mad About You	Bewitched	Ladies Man	Sue Thomas: F.B.Eye		Judging Amy		Magic Of Ordinary Days			Wife Swap (10:35PM)		Sue Thomas: F.B.Eye
Disney Channel	Mr. Bean, The Animated Series	Totally Spies	Art Attack/Untalkative Bunny	So Little Time	Buzz Lightyear Of Star Command	Martin Mystery	Totally Spies	Kim Possible	Mr. Bean, The Animated Series	House Of Mouse	Zenon: The Zequel			So Little Time	Sabrina, The Animated Series	Mickey Mouse and Friends	Chip N Dale's Rescue Rangers	Give Me A Break	
Discovery Channel		Power Zone				Wild Discovery		Weather Extreme		The Most Extreme		American Chopper		Spacewalkers		Giants Of The Skies		Crime Night	
National Geographic		Victory In The Pacific				Hitler's Sunken Secret		Dogs With Jobs	Hayden Turner's Wildlife Challenge	Wow! Wild Giants Of Denali		About Asia		National Geographic Specials		In The Womb			
Cartoon Network	Scooby-Doo Show	The All New Popeye Show		Tom & Jerry Show	The Woody Woodpecker Show	X-Men Evolution	Static Shock	Justice League Unlimited	The Batman	SD Gundam Force	Medabots	The Looney Tunes Show		The Grim Adventures Of Billy & Mandy	Courage The Cowardly Dog	Time Squad	Thundercats	Justice League Unlimited	The Batman
Nickelodeon	Blues Clues/ What Planet Are You From	Rugrats	Hey Arnold!	My Life As A Teenage Robot/ Fight On Top	The Adventures Of Jimmy Neutron	SpongeBob SquarePants	Fairly Odd Parents	All That	Naturally Sadie	Sabrina, The Teenage Witch	Drake & Josh	Romeo	All Grown Up	As Told By Ginger	Rocket Power	Chalkzone	The Wild Thornberrys	The Angry Beavers	Are You Afraid of the Dark?
Lifestyle Network	Country Style	Interiors By Design	Decorating With Style	Decorating Cents	Molto Mario	Sweet Dreams	30 Minute Meals	Bill Boggs Corner	Unwrapped	Ming's Quest	E! True Hollywood Story		It's Good To Be	Life & Style		Guess Who's Coming To Decorate		Crimes & Misdemeanors	
Star World		The Bold & The Beautiful		Hollywood Squares		Buffy The Vampire Slayer		The Simpsons	The Drew Carey Show	Star News Asia	Friends	TNA Wrestling		The Collector		Angel		Friends	My Big Fat Obnoxious Fiance
AXN		Killing Time				Worst Case Scenario		The Legend Of Condor Hero	The Legend Of Condor Hero	Cold Squad (Season IV)		30 Seconds To Fame	E Buzz	Andromeda (Season IV)		Double Team			
JackTV	Family Guy	Stripperella	The Sib Show	WWE Smackdown				Swat	Just For Laughs	Mad TV		Joe Schmo Show		WWE Great American Bash				Worst Case Scenario	
ETC		Simple Life	Knock First	Blind Date	Fifth Wheel	Elimidate	Change of Heart	Seinfeld	Ambush Makeover	Arrested Development	Significant Others	Joan Of Arcadia		Average Joe		Entertainment Tonight	The Insider	The Tonight Show With Jay Leno	
HBO				Beverly Hills Ninja			Sex & The Single Mom			Raiders Of The Lost Ark (7:05 PM)				Indiana Jones And The Temple Of Doom				Indiana Jones And The Last Crusade	
Star Movies	Clifford (2:45PM)			Spartacus (4:15 PM)			Spartacus (5:45PM)			Picture Perfect (7:15 PM)				Nine Lives			Trauma (10:40PM)	Beautiful Life	
Cinema One		Anak Ng Bulkan				Ang Tatay Kong Nanay				Singles				Isusumbong Kita Sa Tatay Ko					
EWTN	Deep Conversation, Deep Prayer	Angelus (3:15 PM)	Stations Of The Cross	Angel Force	Adventures In Odyssey	Rosary With Mother Angelica	EWTN Gallery	Theology Of The Body	Defending Life	Life on The Rock Encore		Daily Mass Live		Angelus (9:15 PM)	Miracles Of The Cross	EWTN Bookmark	Backstage	Father Corapi And The Catechism Of The Catholic Church	

TV SCHEDULES ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE.

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alas-10 ng gabi na! Tuwing Huwebes.
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Cheri Mercado
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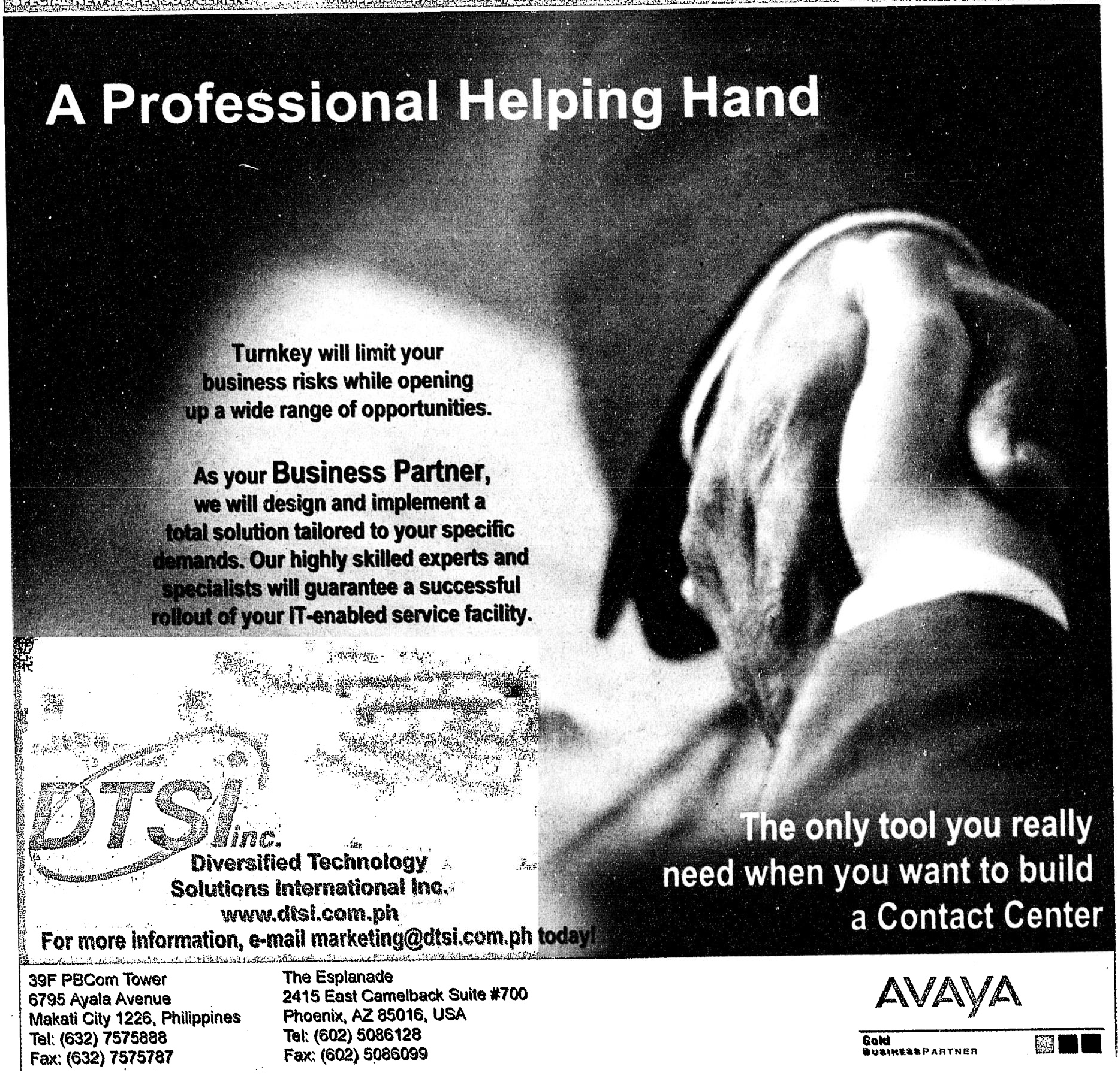

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TeleTech.

MARKS 23RD YEAR AS A GLOBAL BPO COMPANY

Ken Tuchman with the management team of the Philippines during his visit.

The new Novaliches Customer [illegible]

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[illegible]

In 1982, Ken Tuchman, TeleTech's founder, chairman and CEO, was an entrepreneur and a partner in a real estate business in California. Through his day-to-day business operations, Tuchman noticed there was something missing in the "link" between companies and their customers.

Tuchman began to explore and research customer management practices only to find that there was a definite need for open, real-time, strategic communications with customers. Tuchman pioneered a new industry and established his first customer management center (CMC) in Encino, California. Companies were quick to recognize TeleTech's capabilities and the quality services the company had to offer. In fact, $1 million in revenues were realized within the first year of operation.

In 1986, TeleTech moved its operations into a small building in Sherman Oaks, California and spent several years focused on cultivating new clients, growing existing clients, and improving the quality and breadth of customer management. In October 1995, TeleTech won its largest customer management contract in its history to date, which would require three new CMCs in Greenville, Tampa and Tucson.

TeleTech underwent an initial public offering (IPO) in 1996 and was voted NASDAQ's most successful IPO of the year. The company's workforce grew by more than 300% and its revenues increased by more than $100 million. In March 1996, TeleTech announced its first Fortune 500 client, AT&T WorldNet. TeleTech also became a global company with centers in Australia and New Zealand opening this year.

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From 1999 to 2001, TeleTech focused on transforming the way businesses interact with their customers and further expanded its global footprint with its CMCs in Leon, Mexico, London and North Bay, Ontario, Barcelona, Madrid, Hong Kong, Singapore, and Belfast, Northern Ireland. Also, after serving 20 months on TeleTech's Board of Directors, James Barlett was appointed vice chairman of TeleTech in October 2001.

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Since 1982, TeleTech has focused its business on progressively developing strategic business solutions for every stage of the customer lifecycle. These solutions, coupled with world-class employees, partners, and clients, help TeleTech continually redefine the ways clients create and deliver measurable value in their core customer business processes.

We believe we are again pioneering a whole new industry with our new TeleTech® On Demand™ offering, launched in early 2005. On Demand products respond to our clients' needs with an innovative, subscription-based, "a la carte" menu of fully managed, technology-enabled services from TeleTech's existing capabilities. On Demand products can deliver up to a 40x percent ROI, and save up to 70 percent in capital and operating costs, while providing reliability, scalability, and just-in-time capabilities anywhere around the globe.

The TeleTech® In Culture™ product suite, also launched in early 2005, addresses the large global opportunity for multicultural marketing and interpretation services. The TeleTech In Culture™ suite uniquely provides over-the-phone interpretation, in-language customer interaction, and multicultural marketing services. In Culture is a natural extension of TeleTech's capabilities, global footprint, and existing infrastructure.

Create Value. This is our mantra. We are focused on value creation for our clients and shareholders. We know they expect a measurable return on investment. We know clients want to work with fewer providers or partners who offer more capabilities. And, we know clients are looking for innovation and real-time insight into their customers' behaviors, wants, and needs.

ABOUT TELETECH

TeleTech is a global business services company that provides a full range of front-to-back office outsourced solutions including customer management, BI [illegible] and database marketing services to measurably enhance clients' core customer management processes. TeleTech's ability to create innovative strategies combined with its global technology platform and delivery infrastructure helps clients increase revenue, lower costs, and retain their customers around the world. TeleTech's products and services, standardized processes, and recognized capabilities to implement complex global projects make the Company a valued partner for clients that include Global 1000 businesses and governments. TeleTech partners with clients to offer [illegible] languages, through its more than [illegible] employees in 12 countries.

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MARKS 23RD YEAR AS A GLOBAL BPO COMPANY

Ken Tuchman with the management team of the Philippines [illegible]

The new Novaliches Customer Management Center

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[illegible] Customer Management Center

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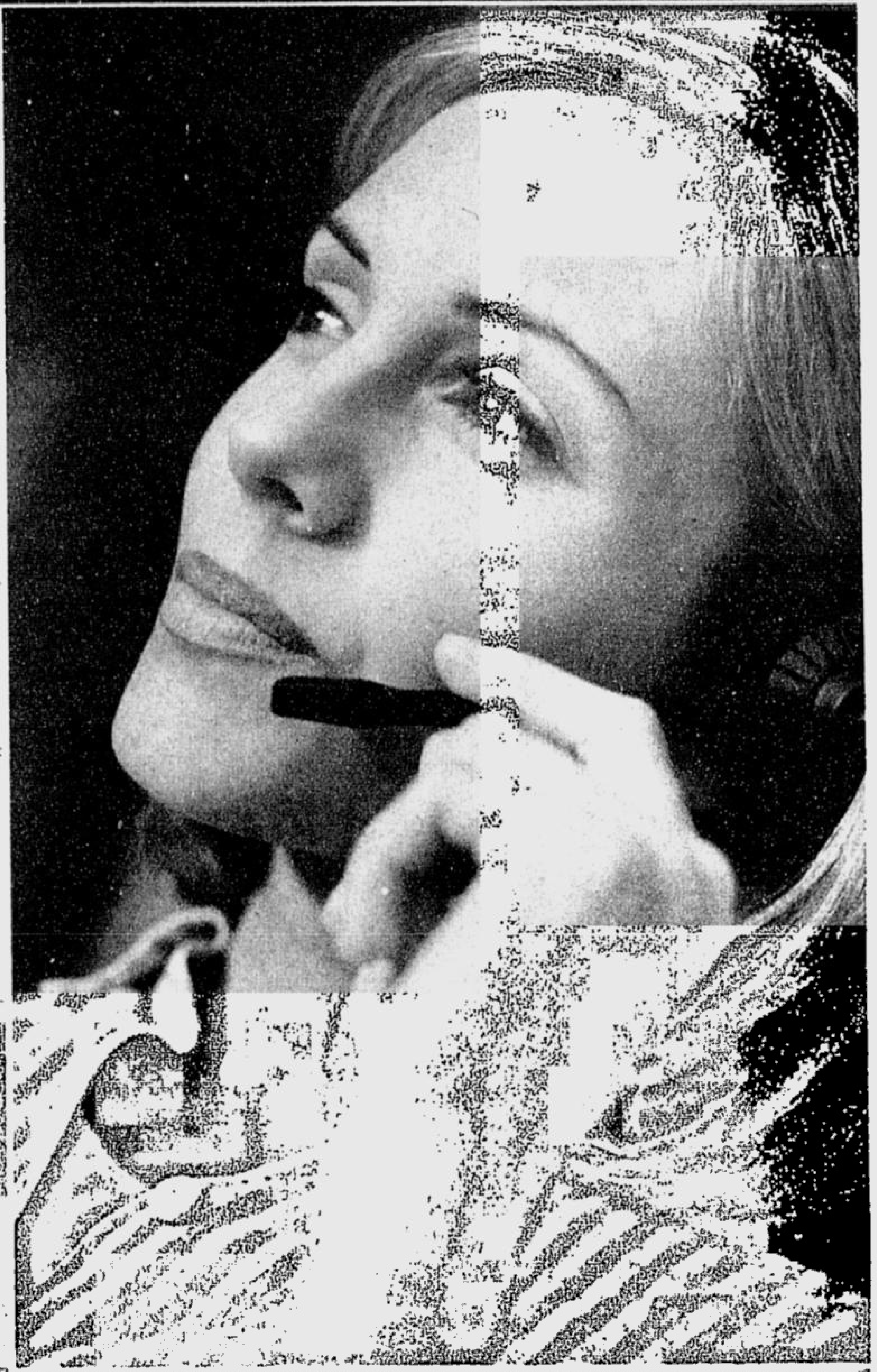
JOIN OUR WORLD OF POSSIBILITIES

TeleTech is a leading global provider of customer management and business process outsourcing solutions. Established in the U.S. 23 years ago, TeleTech is headquartered in Denver, Colorado with a global network that extends across 68 customer management centers in North America, Asia-Pacific, Europe, and Latin America. In 2001, TeleTech began operations in the Philippines and since then we have built three centers in Fort Bonifacio, Pasay City and the newest in Novaliches Quezon City. Globally we support 32,000 employees, more than 3,000 of whom are in the Philippines.



Pasay City Facility

Customer Service Representatives

Technical Support CSR

Excellent reasoning ability
Can interpret technical instructions
Solutions Oriented

Airline Reservation CSR

Industry experience in airline reservation and travel discipline
Minimum 6 months experience in Galileo, Apollo or any airline reservations software

BASIC REQUIREMENTS

Graduate of any 4-year course • Strong command of the English Language
Flexible to work varied shifts • Customer Service focused
Computer literate with experience using Microsoft Office Products

Free TeleTech item to all August applicants who take the computer based tests
We encourage walk-in applications for immediate processing

Robinsons Novaliches Facility

Customer Service Representatives> Multiple Inbound Accounts
- Graduate of any 4-year course preferred
- Must have at least 1 year of customer service, sales OR technical experience
- Previous experience in a shift work environment preferred

Multi-lingual Customer Service Representatives
- Must be fluent in ANY of the following languages: Thai/ Chinese (Mandarin or Cantonese)
- Must be familiar with the English Language.
- Graduate of any 4-year course preferred.
- Must have at least 1 year of customer service OR technical experience.

Team Leaders
- Minimum 1 years experience in call centre management role
- Shift management capabilities and ability to manage varying skills of employees
- Analytical ability to decipher statistical performance reports
- Superior customer service skills and strong multi-tasking and delegation skills

Product Trainers
- With experience in coaching and / or evaluating voice and accent and who have completed the full ACE course or equivalent
- Experienced facilitator who can implement program changes quickly and with a high degree of success
- Technical instructor in an Instructor-led classroom environment experience is required
- Supervisory experience preferred, preferably in a call center environment

Workforce Planning Manager
- Minimum 3 years experience in a Call Centre Industry
- Minimum 3 years experience in a workforce planning role or similar
- 5 years experience with Blue Pumpkin workforce management tool or equivalent.
- Experience with an advanced PABX, Call Management Systems, Spreadsheets, Forecasting and Scheduling systems

Quality Assurance Specialist
- 1-2 years experience in an equivalent role, preferably within a Tele-services, call center or telecommunications company
- Knowledge of basic database concepts. Eg. Microsoft Access
- Knowledge of Six Sigma, Total Quality Management and other quality concepts
- Understanding of call centre operations and telephone systems

Workforce Specialist
- Minimum 1-2 year experience in the Call Centre Industry
- College Graduate degree qualified, preferably in MIS, Business, Economics, Statistics or Mathematics
- Ability to comprehend and apply statistical analysis techniques to business requirements
- Strong mathematical ability and demonstrated ability to work in a disciplined manner to strict procedures

Senior Operations Manager
- Minimum 5 years leadership experience within a service driven or high tech corporation
- 4 years experience as a Manager in a high volume quality-driven contact center environment supporting voice, chat, and/or e-mail interactions.
- Knowledge / experience in call centre management
- Shift management capabilities and ability to manage varying skills of employees

Operations Manager
- Minimum 3 years leadership experience within a service driven or high tech corporation
- 7 years experience as a Manager in a high volume quality-driven contact center environment supporting voice, chat, and/or e-mail interactions
- Knowledge / experience in call centre management
- Shift management capabilities and ability to manage varying skills of employees

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CALL CENTER AGENTS

(Part-time/Full time; Inbound/Outbound)

College level / graduate of any course; eighteen (18) years old and above; ability to effectively communicate in English; willing to work in varying shifts including graveyard; typing speed (minimum of 25wpm)

OPERATIONS MANAGER

Three (3) - Five (5) years managerial position in a call center; knowledgeable in account management and client coordination; preferably assistant manager / manager specializing in call center operations

TECHNICAL SUPPORT REPRESENTATIVES

College graduate of Computer Science, Computer Engineering or any related course; must have at least six (6) months experience as a TSR in a call center; eighteen (18) years old and above; ability to effectively communicate in English; willing to work in varying shifts including graveyard; typing speed (minimum of 25wpm)

PROJECT MANAGER / COORDINATOR / ACCOUNT MANAGER

Two (2) - Three (3) years in a call center; with good understanding in operations; should have excellent presentation skills and be comfortable presenting to the clients; must be detail-oriented and a team player

EMPLOYEE RELATIONS SPECIALISTS

Graduate of a Bachelor's / College in Human Resource Management or its equivalent; good understanding of the Philippine Labor Laws; must have at least three (3) years experience in the same field; with outstanding written and verbal communication skills; with events organization skills; with pleasing personality

SUPERVISORS / TEAM LEADERS

Must have at least six (6) months - one (1) year supervisory experience in a call center; must be an extrovert and have energetic personality; ability to multi-task; good time management skills

TECHNICAL SUPPORT ENGINEERS

Basic Network (Data) and Telecoms Troubleshooting; familiarity with the Avaya switch; knowledgeable in Windows and Linux Server; basic troubleshooting on workstation hardware; familiarity with different services such as Mail, NTP, FTP, DHCP, active directory both under Windows and Linux; minimum of one (1) year experience in related field

All positions require excellent communication skills and knowledge in Microsoft Office and Internet Explorer

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RECRUITMENT DEPARTMENT

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Ortigas Center, Pasig City

Apply online: careers@teleperformance.ph
(please indicate the position in the subject field)

Visit our website: www.teleperformance.ph

http://www.jobstreet.com/ph/teleperformance.htm

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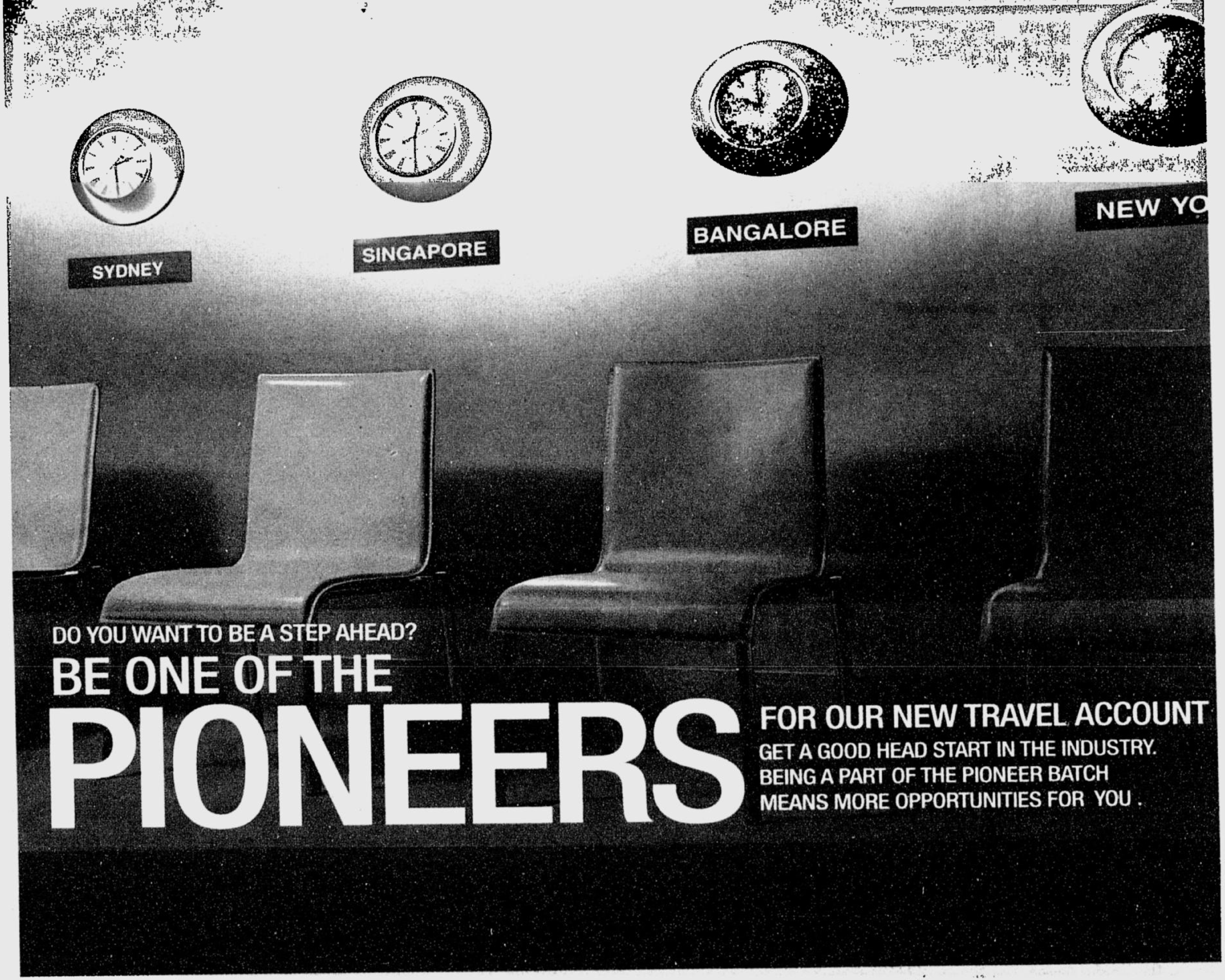

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MEANS MORE OPPORTUNITIES FOR YOU .

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PHOTOGRAPHY BY PATRICK ONG
WORDS BY KRISETTE SIA

EXPERIENCE the VXI DIFFERENCE!

VISION-X, INC.

Ranked as one of the 50 largest call centers by Customer Interactions Solutions magazine for Inbound, Outbound and International call handling with over 3,000 seats worldwide, Vision-X, Incorporated (VXI) is a world-class contact center based in Los Angeles, designed to offer high quality, competitively priced alternatives to domestic outsourcing with offices in Washington D.C., Shanghai, and Manila.

The company supports over 20 languages backed with in-language Recruiting, Training, and Quality Assurance with half of the work force speaking 2 or more languages fluently. These agents are known for their extensive experience in Mandarin, Cantonese, Vietnamese, Korean, and Spanish.

With industry awards like MVP Quality, Rising Star (Ranked #1), Product of the Year, Top 50, and AT&T Call Center of the Year in their belt, the people of VXI continue to provide what Philip Kotler calls, "value for [their clients'] money". The company offers email, inbound, and outbound call handling services, which qualities are maintained by a group of seasoned veterans who monitor live calls from the floor in real time and score each representative on a number of client-defined factors.

VXI is determined to create a strategic balance between technology and human communications for better results, striving to become a powerful "behind the scenes" partner of each client. Hence, aside from their strong and competitive manpower, they also boast a software development arm that produces commercially available software packages specifically designed for contact centers. VXI's programs are used on a number of projects for Fortune 500 companies (i.e., Digital Recording/Monitoring, Predictive Dialer, Workforce Management, IVR, and various others).

VXI Manila's operation' is led by a Filipino-American formerly based in the LA head quarters. Currently occupying three floors of the prestigious RCBC Plaza with a 300-seat capacity on each floor, VXI Manila is a $1.06 million call center facility projected to generate approximately 4,800 employees. VXI has the financial resources to invest in any software or hardware that their clients may require.

Their current roster of clients is heavily balanced towards the Fortune 1000, including Technology, Telecommunications, Consumer Products, Financial, and US Government accounts, but they do cater to reputable regional clients whenever possible.

HOW THEY OPERATE

Vision-X began as a provider of outsourced customer contact services in the ethnic, in-language market segment. While they continue to be unique in their service of all ethnic market segments, their mainstream English-speaking service dominates their total project portfolio. At VXI, they aim to increase the scale and scope of the business.

The company operates in a dedicated agent environment. This means that the agents on the phone work exclusively with the client's project. The company's business model does not support shared agents or direct response TV.

The Project Managers of VXI has an average industry experience of 15 years and go through a stringent training program to acclimate themselves to the company's operational model.

Floor supervisors generally have a minimum call center experience of 2 years and a background in leadership. Depending on the project requirements, VXI generally keeps an 18:1 rep to floor supervisor ratio. These floor supervisors spend 90% of their time with reps doing real-time coaching. The company maintains a command console with 15 stations in the nucleus of their contact center floor; all of which are monitored closely by the floor supervisors.

Current coverage enables operations with 24x7 capabilities. Employees of VXI must be prepared to work in irregular schedules, namely, graveyard shifts that could fall between 8 in the evening to 6 the following morning to match the operating hours in the US.

Sales-driven accounts are the types that usually have graveyard shifts, while other accounts such as Customer Service/ Technical Support could have some agents working in the early morning all through the early after noon due to their clients' 24-hour operation. VXI's current facilities are operating efficiently near capacity and are still expected to expand—3 more call centers and 2,000 additional seats within the next 24 months.

FUN AT WORK

Available to VXI's employees are spacious workstations, individual lockers, and a number of clean resting and recreational areas where they can play billiards, football, table tennis, watch cable, surf the net, or simply stretch and relax. Agents have sleeping areas (powernap anyone?), and computer-equipped training rooms.

Each floor has a pantry operated by a 24-hour concessionaire, and free coffee vending machines.

Hopefuls who want to join the VXI family have the luxury of waiting for their names to be called in a spacious lobby area with a plasma screen TV.

PICKING THE BEST APPLES IN THE BATCH

VXI Manila prides itself of an educated workforce (100% college graduates), low employee turnover rates, and top-notch facilities. Having its office built in the third largest English-speaking country, many of their employees speak English as a first language—the primary language used in Manila's school system.

The recruitment process is expected to last between one to two days. Applicants go through qualifying exams (both web-based and written). Then they are subjected to a series of interviews held by specialists with extensive experience in recruitment and call center operations.

Experience in call center operations is absolutely an advantage but it does not guarantee acceptance. Everybody goes through the same thorough process, no special considerations whatsoever.

Newly hired representatives go through a rigorous training program before they are finally absorbed into Operations.

VISION-X UNIVERSITY

VXI remains steadfast in continuing the personal and professional growth of their employees. Besides the usual client-specific training classes, all new hires of VXI go through an extensive training program touching vital areas such as American Culture, Product Specifics, Customer Service, and Sales methods, that could last between two to seven weeks, on top of the regular development training program provided throughout the operations.

In addition to this, the company provides a number of ways for employees to improve their skills.

Internal Web Library –Reps are given access to strategic skill building materials and selling tools by simply navigating through this web based internal library. By simply typing key words such as "rebuttals", a representative can more appropriately respond to a customer's inquiry and provide detailed information on a specific topic.

Intranet Based Skill Training - Designed to be self-paced, this helpful web-based tool allows representatives to improve specific skills as well as add to their current skill set through series of targeted interactive modules. Supervisors, Managers and Quality Assurance can also use this to help Reps with specific skill issues as part of a specific development plan.

On Line Testing - During training each Rep is required to complete a series of tests that are accessed through our Intra Net. Each test covers a different subject which is taught during the initial 3 week training provided for all new Reps. Once completed, each test is graded by the system with the score being e-mailed to the appropriate Trainer/Supervisor and must be completed with a score ranging from 85% and above.

THE BENEFITS OF BEING WITH A WINNER

VXI offers competitive benefits and compensation packages. Some top agents can make up to PhP 100,000 per month. Agents assigned to the Inbound Sales account get the opportunity to earn aggressive commissions, bonuses and incentives aside from their basic salary. And, because VXI understands the employees' need to connect with their family and friends, the company affords them unlimited calls to the US through the use of the pantry phones.

WHAT IT'S LIKE TO BE PART OF THE VXI COMMUNITY

VXI has over 1,000 employees so far and still growing. Being family-oriented, the company provides a light and friendly work environment that reflects the culture and core component of VXI. Employees work as a team, looking out for one another and achieving the goals set both by the organization and their clients.

For fun, they have the occasional out-of-town trips, sports fests, and parties (i.e., the Battle of the Bands, and the annual Christmas party), as well as theme days (i.e., retro day, sports jersey day, etc.), free food days (pizza day, pasta day, etc.), team dinners to nightspots around the metro, Team Recognition gatherings, and the like.

Also, in an attempt to look out for the well being of their employees, VXI holds annual health activities (i.e., health education campaigns, health seminars, eye check-up, bone scanning, etc.).

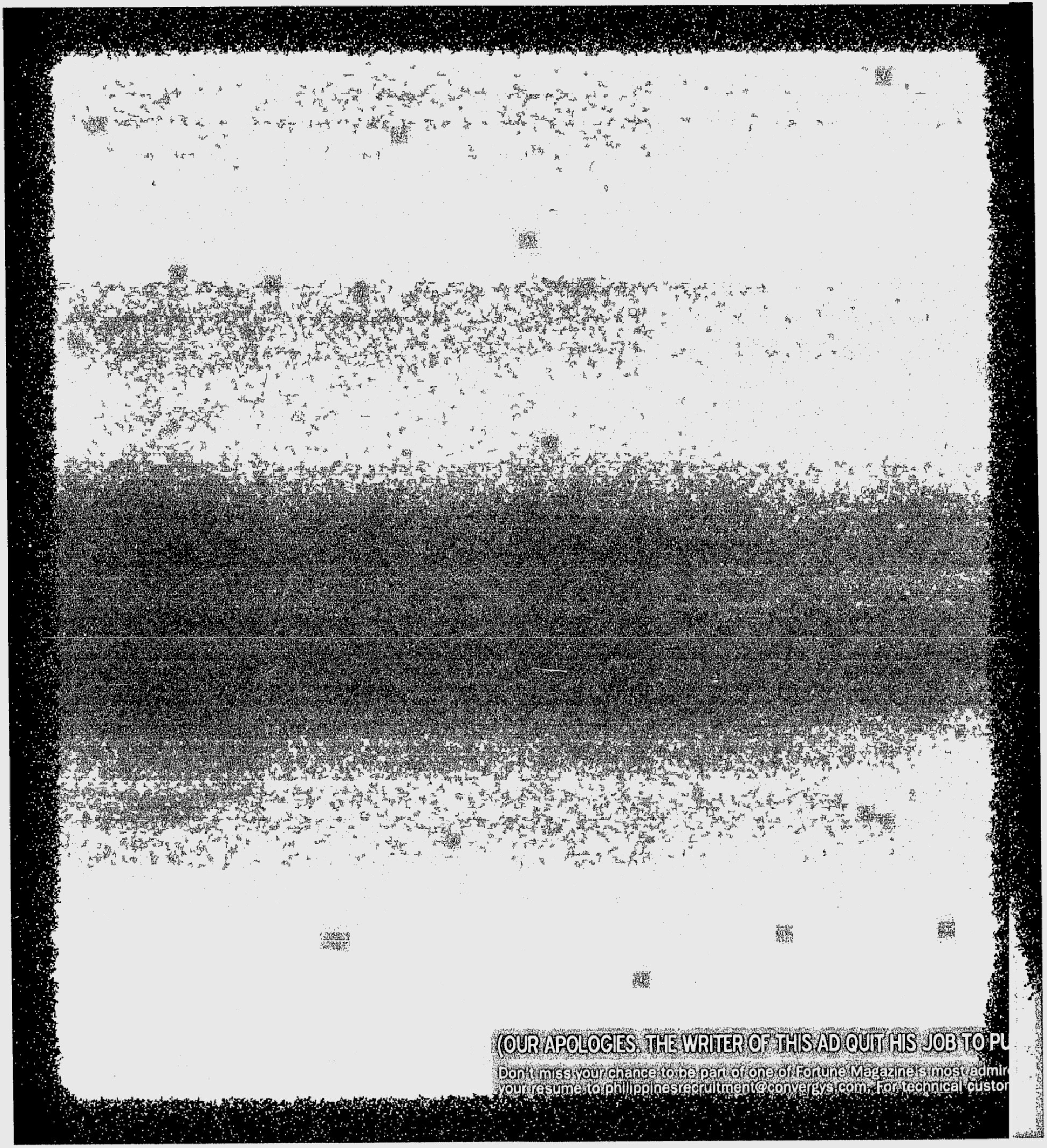
VXI - THE COLDER, SWEETER PLUM

Complacency and mediocrity aren't words found in their vocabulary. Because VXI goes the extra mile for their clients, agents not only meet their expectations but go beyond the clients' set standards. Unlike other call centers, they do not merely do Sales and Customer Service. They make Sales through Customer Service.

COME AND JOIN THE VXI FAMILY! THE FUN PLACE TO EARN SERIOUS MONEY!

Send in your resumé through careersph@vxi.com, or visit them during recruitment hours (between 5am to 2pm) at the 15th Floor of RCBC Plaza, along Ayala corner Gil Puyat Avenues.

For more information, please feel free to contact them through their trunk line, 8892200 (ask to be connected to the Recruitment Department).



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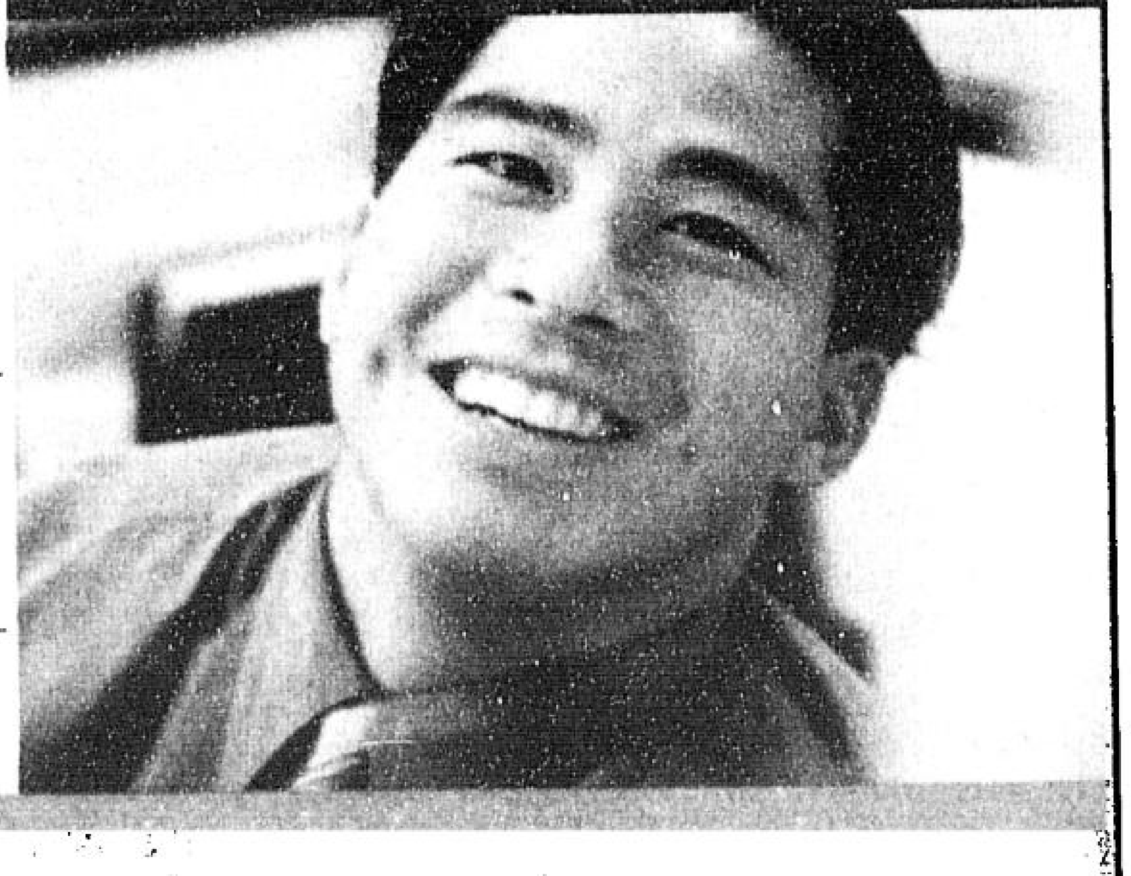

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Pilipinas Teleserv Inc

VISIT US | 4th Floor San Diego Building, 462 Carlos Palanca Street, Quiapo, Manila 1001 Philippines

www.teleserv.ph

The call center industry in the Philippines is one of the primary sources of employment opportunities for tens of thousands of talented Filipinos. From just 1,500 seats five years ago, employing around 2,400 employees, the call center industry is expected to grow to 60,000 seats and 96,000 employees. And there is just no let up.

In fact, the need for more agents has never been more critical. With so many outsourced and in-house contact centers mushrooming not just in Metro Manila but in major cities nationwide, finding and keeping qualified agents, supervisors, and managers has been the number one challenge for the call center industry.

That is why the Contact Center Association of the Philippines (CCAP), together with DL Media Focus International, Inc., has embarked on this major event – the **Call Center Conference & Expo 2005 Job Fair.**

The job fair will run alongside the conference and expo on August 23 and 24, 2005 at the EDSA Shangri-La Hotel. It presents a great venue for call center recruiters and job seekers to meet. The two-day job fair will feature around eighteen of the top call centers in the country looking for new hires.

The call center industry is in need of around 3,000 agents and 300 supervisors every month. Unfortunately, only less than 5% of call center job applicants get hired. Still, opportunities abound. For job applicants, the **Call Center Expo & Conference 2005 Job Fair** is the best venue to get a glimpse of what contact centers have to offer.

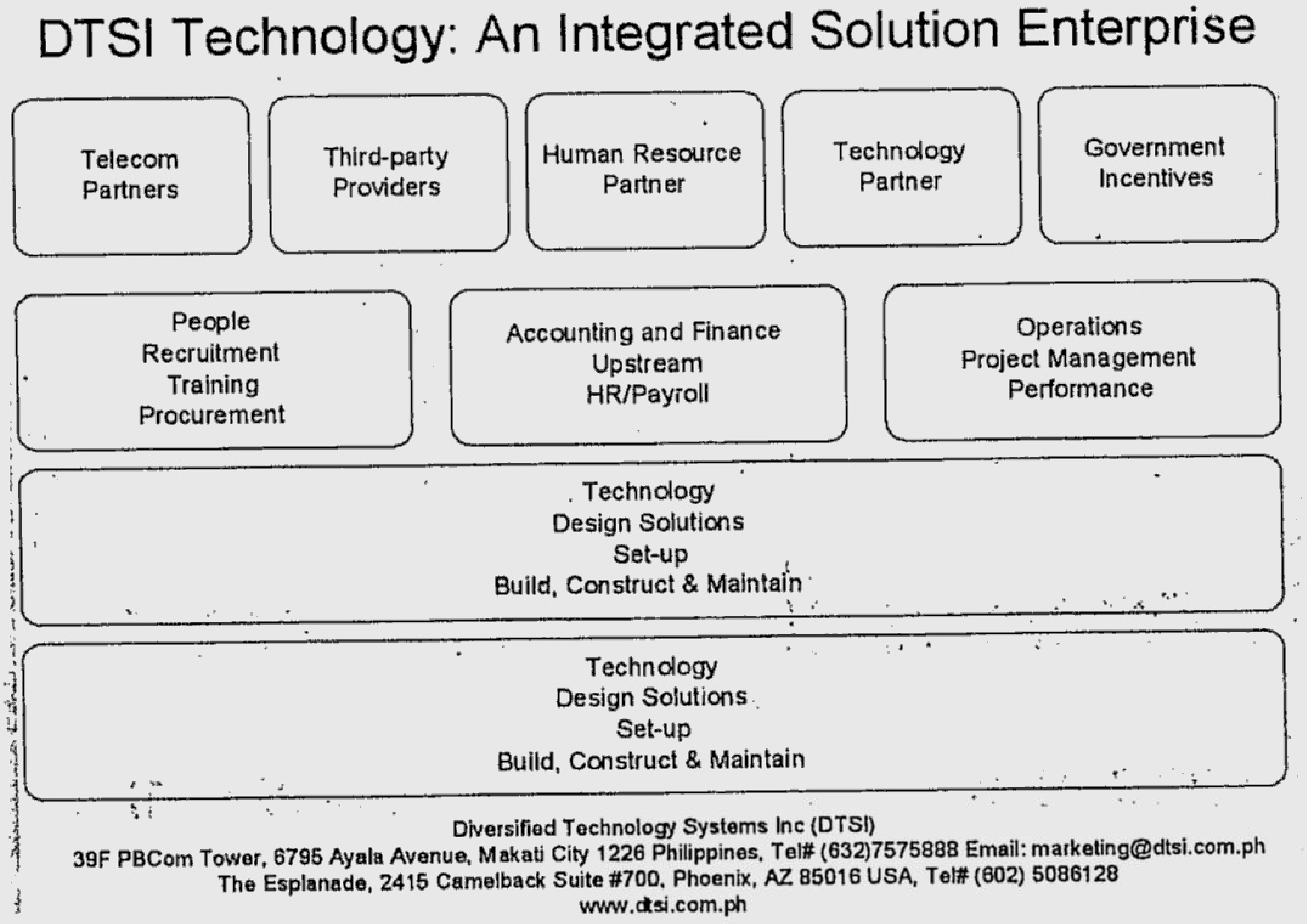
There will also be an **English Skills Challenge**, wherein job applicants can take a seven-minute test conducted over the phone using a computerized system, and get their scores almost immediately. We hope this competition, which promises special prizes, will help applicants assess their English proficiency on the spot. The results of the competition will be shared with our participating call centers, allowing them to short-list qualified candidates.

It really is a unique and exciting job fair organized by the call centers themselves. We are expecting thousands of job seekers in the job fair. This is definitely an opportunity you cannot pass up. I also like to thank to all the participating call centers and our sponsors for their valuable support. I am sure the **Call Center Expo & Conference 2005 Job Fair** will be the definitive and must-attend event for the call center industry.

Raffy David
Director
Contact Center Association of the Philippines (CCAP)

The Changing Contact Center Set-up Landscape

Back in 2000 with only 2 contact centers operating in the Philippines, setting-up a center entailed a considerable amount of effort. On the average, it took a minimum of one year from the initial set-up stage to actual operations. Today, these intricacies are history. With developments like the Turnkey Solution and Incubator Technology, the contact center business landscape has developed into a strategic industry that supports many other businesses and our very own Philippine economy.



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Turnkey Solution.

The Turnkey Solution limits business risks while opening up a wide range of opportunities. As the Philippine business partner of the outsourcers, this solution provides for the design and implementation of a complete package tailored to respond to each client's specific demands. From a proven understanding of the Philippine market, familiarity with local industry practices and a regional network supported by advanced technical skills, the Turnkey Solution guarantees a successful rollout of an IT-enabled service facility.

Incubator Technology:

The incubator technology is a fully-functional outsourcing facility. This technology has been an excellent source of information for potential contact center locators for the past 3 years. It gives the potential a first hand experience of running a contact center in the Philippines and the opportunity to properly evaluate the country's business environment with fewer risks. The Incubator Technology offers the facility and services that will help ensure success in the initial stages of a company's offshore operations. A customized 25 to 50 seat call center set-up, complete with a well configured phone system, personal computers, networked laser printers and fax machines can be made available within 8 weeks This technology can extend to building physical structures equipped with state of the art security devices as well as providing human resources, accounting and finance support services. To ensure long-term success, this technology entails specific dependencies crucial for a seamless transition from an incubated to a full-blown contact center.

These two solutions were developed and perfected by the 100% Philippine owned solutions provider ***Diversified Technology Systems Inc (DTSI)***. DTSI banks on its comprehensive knowledge of the local business environment and proven methodologies and processes developed from enabling 50-60% of the contact centers and BPO facilities now in the Philippines.

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Becoming More Competitive

WE could easily describe today's job market as competitive. Just to give you an idea, institutions produce over 380,000 college graduates from different academic disciplines annually. A jobseeker will also have to deal with more experienced candidates vying for the same position. Please find below some tips on how to come out victorious in today's job market.

First Tip: Be Confident

If you don't think you can do the job, then you will most likely convince the employer not to hire you for the position.

The safest way to go is not just to claim that you can do it (especially if you honestly can't do it), but to assess what your strengths and weaknesses are.

It is important to note that each of us have our own strengths and weaknesses, so try to identify them.

Suppose you are applying for a certain position. The employer usually gives out job descriptions and qualifications for their vacancies. The key here is not to send your application if you are not qualified. This simple process could save you, your valuable time and resources. If after sometime you still get rejected in your applications, don't lose hope. Re-assess your strengths and weaknesses, and continually develop your knowledge and skills.

Second Tip: Don't Put An End To Your Learning

By now, some of you might be exhausted from studying your lessons. But if you will not gain the necessary knowledge and skills that you need, your career is going to be sluggish.

The New Economy demands each employee to be knowledge workers. Knowledge workers can be classified as top of the line professionals that continuously seek career advancements by investing in tools or resources that could reshape their talents and abilities.

For starters, you have to read newspapers, or surf the Internet and keep yourself updated about the latest trends in your industry. Visit libraries and try to learn new things each day. Improving your skills will help you catch up with the more experienced candidates.

Third Tip: Work Smart

Do you consider yourself as a hardworking individual?

Well, all of us can work hard, but what can distinguish us from another hardworking individual is our ability to work smart.

Working smart means working fast and using your resources effectively. Before we even begin working on a project, you must

BECOMING/15

How To Get and Keep Great Agents

HIGH salaries and incentive programs are great, but attracting and retaining good agents start from the hiring process.

Let's face it: call centers live and die by the agents they hire and keep. The call center industry is a people industry. Everything about call center management boils down to people, particularly agents.

The Service & Support Professionals Association in the United States came up with a survey of call center agents at 300 companies which showed that, of the top performers, 10% are actively pursuing other jobs and 51% would consider another job opportunity.

Rozl Ricafrente, Director for Human Resources of Peoplesupport, says the top three challenges of the call center industry are to attract, motivate, and retain agents. There is a need to "sustain a qualified labor pool by putting in measures to enhance the English language proficiency of new graduates and the general workforce, as well as continuous education and awareness-building about the contact center industry."

Turnover, retention, succession, training costs, and morale are among the biggest problems for call center managers. Good agents nowadays are hard to come by. And when you do have them, they don't stay for very long. Worse, competitors will not hesitate to poach the best of them. Certainly, there is a need for the industry as a whole to address the problem of pirating agents. Ricafrente says the call center sector must "discourage active poaching among industry competitors and their affiliated recruitment agencies."

Poaching is a serious problem, but agents leave for other reasons as well. Some quit out of stress and other personal reasons. Others decide to work for other industries instead. So, how do you make them stay? How can you keep your agents happy?

Do you give the right tools like call monitoring and recording systems? Do you use applications like workforce management and pre-hire assessment tools to separate the wheat from the chaff? Should you give them all the training in the world? Do you give them effective feedback and coaching? Should you throw all sorts of incentives like bonuses, commissions, and vacations? Should you give out freebies like massages and free-flowing soda? Or design your call center with all sorts of fun facilities like a gym, a pool table, and shower rooms?

The short answer: yes. You have to do all these things and more. Call Center Magazine calls this "agent development", which is really just a coordinated approach in using various tools, such as hardware, software, services, and programs, to find and keep qualified, productive, and satisfied agents. Some of these include:

Recruitment services. With tens of thousands of applicants and just two out of 100 of them being hired, call centers should seriously consider outside consultants and experts who specialize in the industry to help screen and even place qualified applicants. And it takes off the administrative burden from call center managers. It's important that selection is based on talent.

Pre-hire assessment systems. These tools gather preliminary information about call center applicants by assessing their skills and predisposition. They certainly cut the hiring process significantly, saving time, money, and effort. More importantly, they help find the right fit, because it's all about getting the right people for the right job. One major reason for job stress is when someone is in the wrong job.

Training. Another reason for dissatisfaction is not being adequately equipped for the job. If your agents only get a few days of training, not just in language skills but also product knowledge and communication skills, they're bound to leave. And it's not agent training, supervisor training is just as important. One common mistake is that while call centers continue to turn over agents, they keep the same people managing them. Many times, agents get promoted so fast to supervisors that they are not equipped with soft skills like leadership and coaching needed to handle people.

Call recording, logging, monitoring and quality assurance. These tools are more than just checking for quality. They are a gauge on whether or not your agent training is effective. They also identify both outstanding performers and underperformers. But the key here is getting the right QA staff that both have the soft skills and the call center background to deliver effective feedback and coaching to agents.

Performance management. Similarly, these tools not just consolidate and analyze data, but provide trainers and managers with valuable insights that will help them improve agent hiring and training processes. Plus, agents who perform well tend to be happier and satisfied with their work.

Motivation and incentive programs. Traditional incentive programs such as point-based reward programs as well as more flexible rewards systems like gift checks build a sense of loyalty among agents and encourage those who have a competitive spirit. Mere recognition for good work is a strong motivator. Ricafrente explains, "(You have to) understand the typical agent profile and fashion the reward and recognition system according to their needs."

The work of a call center agent is inherently stressful and with the kind of work hours they have and with all types of customer they deal with, the challenge of attracting and, more so, retaining great agents will always be there. But viewing all these tools with the singular perspective of agent development will help call center managers and HR practitioners in finding and keeping happy and productive agents.

THE JOBS LIST – WHERE TO FIND THEM

TRUE, times are hard. Most of the time, you'll hear people saying that jobs are hard to come by. Though opportunities don't exactly grow on trees, it's not impossible either to look for one, provided you know where to look. There are a number of rich sources where you can find companies who are in need of talented people like yourself. It's just a matter of looking in the right places, and having the diligence to keep on looking until you hit your mark.

The Classified Ads

When people tell me that they need to find a job, I always tell them to look in the papers first. It's interesting how some people are not very interested to do that, no matter how desperate they are. Truly, all that scanning and clipping is hard work in itself. But there are a lot of job postings in the papers, as you'll find most companies that are still comfortable in recruiting via this most traditional of media. Not only that, but the newspaper has a wider reach than some types of media. That's why you won't lack for choices there.

Besides that, you can also look into the newspaper's business section, so that you can get an inkling into the latest about the industry you're looking to work into. All this is useful information, in helping you decided where and how to position yourself.

Job Fairs

Remember those booths lined up on the side of the football field of your university, or the gaily-colored banners during foundation day or some such campus activity? Well they're called job fairs, if you don't remember, and they are another exciting way for you to find that dream job. Job fairs are not always held in campuses, though these are some of the common venues. Some recruitment campaigns can also take place in larger scale job expos such as those sponsored by the DTI or those held at trade centers. Attending one will give you a broader perspective about who's looking and what they are looking for.

Referrals

Personal referrals may often be a most effective way to get a job; if a friend of yours drops in a good word about you at the office he or she works for, it might just guarantee you easy access to employment status, especially if your friend holds a lot of clout in the office. It also helps the employer get comfortable with you easily since he or she will be banking on the credibility of the person who referred you to the company. Unfortunately, this way tends to overlook important procedures that might give rise to potential problems later on. Use your good judgment, and live up to the expectations of the people who have heard so highly about you.

Agencies and Headhunters

Don't be confused: you go to the agencies, while headhunters find you. Agencies recruit a lot and focus on entry level to middle management applicants, and have a list of vacancies on them. Sometimes, a part of your salary or a fee from the employer will go to an agency's commission for a given period of your employment. On the other hand, headhunters hunt down high-end applicants, and sometimes pirate them for companies who are looking for top people to fill in their slots. These kinds of recruiters have one goal in mind: to fill in the work needs of their employer/client. So be sure to be in touch with such people - they can do the walking for you.

Internet

The best thing about this medium is you get the opportunities fresh and fast. Not only does the Internet have thousands of local and overseas job opportunity listings, but it also provides job hunting advice. This is the best way to apply if you hate the paper hassles of printing out your resumes, attaching pictures, mailing them, waiting for a reply, etc. However, this requires that as much as possible you have your own unit and Internet connection at your personal disposal. Otherwise, you might risk missing an e-mail reply from your prospective employer, all because you didn't check your mail on time.

Don't hesitate to try out all these options. But even if you don't see an ad from a company that you want to join, don't hesitate to send your applications to those companies who aren't currently listing. Some employers keep extra resumes on file and refer to them, once a vacancy arises.

Teletech marks 23rd year as a Global BPO company

IN 1982, Ken Tuchman, TeleTech's founder, chairman and CEO, was an entrepreneur and a partner in a real estate business in California. Through his day-to-day business operations, Tuchman noticed there was something missing in the "link" between companies and their customers.

Tuchman began to explore and research customer management practices only to find that there was a definite need for open, real-time, strategic communications with customers. Tuchman pioneered a new industry and established his first customer management center (CMC) in Encino, California. Companies were quick to recognize TeleTech's capabilities and the quality services the company had to offer. In fact, $1 million in revenues were realized within the first year of operation.

In 1986, TeleTech moved its operations into a small building in Sherman Oaks, California and spent several years focused on cultivating new clients, growing existing clients, and improving the quality and breadth of customer management. In October 1995, TeleTech won its largest customer management contract in its history to date, which would require three new CMCs in Greenville, Tampa, and Tucson.

TeleTech underwent an initial public offering (IPO) in 1996 and was voted NASDAQ's most successful IPO of the year. The company's workforce grew by more than 300% and its revenues increased by more than $100 million. In March 1996, TeleTech announced its first Fortune 500 client, AT&T WorldNet. TeleTech also became a global company with centers in Australia and New Zealand opening this year.

In April 1997, *The Denver Post* reported TeleTech's earnings up 321% from 1996, and later that year, TeleTech launched into the Latin American and Mexican markets. In 1998, TeleTech expanded its global footprint by opening CMCs in Glasgow, Toronto, and Brazil. The following year was another monumental year as TeleTech announced its partnership with Ford Motor Company and opened three CMCs in Argentina in 1999.

From 1999 to 2001, TeleTech focused on transforming the way businesses interact with their customers and further expanded its global footprint with its CMCs in Leon, Mexico, London and North Bay, Ontario, Barcelona, Madrid, Hong Kong, Singapore, and Belfast, Northern Ireland. Also, after serving 20 months on TeleTech's Board of Directors, James Barlett was appointed vice chairman of TeleTech in October 2001.

In 2001, TeleTech began operations in the Philippines at Fort Bonifacio, Taguig City. Three years later or in 2004, the company opened a second CMC in Pasay City. And in the second quarter of 2005 a third CMC opened in Novaliches, Quezon City.

Since 1982, TeleTech has focused its business on progressively developing strategic business solutions for every stage of the customer lifecycle. These solutions, coupled with world-class employees, partners, and clients, help TeleTech continually redefine the ways clients create and deliver measurable value in their core customer business processes.

We believe we are again pioneering a whole new industry with our new TeleTech® On Demand ™ offering, launched in early 2005. On Demand products respond to our clients' needs with an innovative, subscription-based, "a la carte" menu of fully managed, technology-enabled services from TeleTech's existing capabilities. On Demand products can deliver up to a 400 percent ROI, and save up to 70 percent in capital and operating costs, while providing reliability, scalability, and just-in-time capabilities anywhere around the globe.

The TeleTech® In Culture™ product suite, also launched in early 2005, addresses the large global opportunity for multicultural marketing and interpretation services. The TeleTech In Culture™ product suite uniquely provides over-the-phone, interpretation, in-language customer interaction, and multicultural marketing services. In Culture is a natural extension of TeleTech's capabilities, global footprint, and existing infrastructure.

Create. Value. This is our mantra. We are focused on value creation for our clients and shareholders. We know they expect a measurable return on investment. We know clients want to work with fewer providers or partners who offer more capabilities. And, we know clients are looking for innovation and real-time insight into their customers' behaviors, wants, and needs.

ABOUT TELETECH

TeleTech is a global business services company that provides a full range of front- to back-office outsourced solutions including customer management, BPO and database marketing services to measurably enhance clients' core customer management processes. TeleTech's ability to create innovative strategies, combined with its global technology platform and delivery infrastructure, helps clients increase revenue, lower costs, and retain their customers around the world. TeleTech's products and services, standardized processes, and recognized capabilities to implement complex global projects make the Company a valued partner for clients that include Global 1000 businesses and governments. TeleTech partners with clients to offer 150 languages, through its more than 32,000 employees, in 17 countries. For additional information, visit www.TeleTech.com.

Get Yourself Promoted

By Lolita Villa

PROMOTION is a common goal we all work hard for. It gives us something to aim for during the long, hardworking, underpaid day at the office. But while some people do step up the corporate ladder, others seem to cling on to the lower rungs. Not understanding the reasons why some people don't make vertical may give rise to feelings of envy towards their colleagues or bitter feelings against a boss who might be seen as myopic or ungrateful.

It takes a little bit of proactivity and open-mindedness to get out of stagnant waters - especially if you're one of the people whose promotions are taking too long in coming. The important thing to remember is that promotions don't just happen to you. It's not a gift that falls out of the sky. Promotions (or variations of such, like getting a raise) are given to the winner who runs the race, and who makes every effort to stretch his arm out to get the prize.

There are a few practical things you can do to get yourself promoted. Put them to practice and watch yourself get one over the competition:

1. **Be honest with yourself**. Evaluate yourself carefully if you have what it takes to get promoted. Like everything else in life, big breaks can be had when the basic elements are in place: performing consistently well and having a clean reputation are a given in every successful career. If you haven't moved on in awhile, you need to ask yourself whether it's due to factors beyond your control, or if it's your fault.
2. **Get a mentor in the higher-up**. A recent study found that four out of five promotions involved a mentoring relationship with a person in high position who endorsed the worker in question. It helps to build relationships with people who can give you more information and guidance in your career, as well those who are able to pass on to the boss a good word or two about your progress.
3. **Get more skills**. Specialization is a good thing, but the impact of technology, globalization, and flatter organizational structures is changing what it means to be "marketable" in the industry. Focusing on skills that are just related to your present job will most likely just get you to stay in that job. But if you have your eyes set on jobs of higher responsibility, you need to assess and learn for yourself what additional skills and knowledge that job requires.
4. **Sell yourself**. Advertising your achievements is sometimes mistaken by others as "sucking up to the boss." This is not true. It's a sad fact that no matter how hard working or brilliant you may be in your little corner, you'll get absolutely nowhere if nobody is aware of the good you're doing in the organization. Be visible. Carbon copy your accomplishment reports not just to your immediate superior, but also to your boss's superior, whenever appropriate. Volunteer to spearhead activities in your organization such as leading seminars and the like.
5. **Be a problem solver**. Employers like to feel that they have nothing to worry about when a particular job is in the hands of a dependable person. If you are able to handle responsibilities and contingencies smoothly without having to pull the boss out of his golf game or mid-morning meeting, then you're halfway there.
6. **Network like crazy**. Silent people are easily forgotten. Don't let obscurity steal your chance at getting further up the corporate ladder. Make friends with everyone. Establish yourself as a cooperative, easy-going and productive person. Be helpful. Go out of your way to make contributions not only to your inner working sphere, but also to related departments, especially where synergy and mutual advantages can be had in the future.
7. **Make friends with your boss**. Some people have the mistaken belief that employers stand on one side of the fence, while the employees are on the other. Though no person or corporate culture is perfect, it helps to understand that both you and your superior are in the same boat, with the fruits of success are shared between you. Try to forge a friendly bond with your boss, within the limits of professionalism and propriety. Doing so will bring you no harm.
8. **Be professional**. Professionalism isn't just seen in the kind of work you do. How you conduct yourself in your relationships with your co-workers, having a positive attitude towards work, being a role model, and looking and acting the part of an executive (or any other position you want to acquire) is important. Whining, complaining and bad mouthing other people are common, unprofessional practices.
9. **Be a team player**. These days, a lot of work is being accomplished through teams. Getting a good reputation with your team members is part of effective networking. It's also important to share successes with team mates. Striving to look after your own back with disregard for everyone else is anachronistic in today's corporate culture.
10. **Keep a good record of your achievements**. It helps to keep a detailed and updated report of what you have accomplished for your company. State specific tasks and undeniable benefits derived from those tasks/ duties done. This is a mere back-up prop. It helps to have some palpable evidence of how much you deserve a promotion. The best way though, to get recognized, is to practice a combination of the tips mentioned above.

Now Hiring!

TIRED of the usual job fair? Go where the real action is! Whether you're a fresh grad or working professional in or outside the call center industry, this is where you should be if you want.a call center career.

The Contact Center Association of the Philippines (CCAP) presents the **Call Center Conference & Expo 2005 Job Fair**, a two-day mega event that combines an industry conference tackling the major issues and best practices, an exhibit of the latest solutions and services, and a job fair for industry professionals and fresh graduates. The event brings together the industry experts, the leading vendors, and the top call centers in the country.

The job fair will be held on August 23 and 24, 2005 at the EDSA Shangri-La in Ortigas Center. It is definitely the country's official and biggest call center event of the year! The job fair aims to provide a venue for job applicants not only to submit their applications but test their skills as well.

A competition will be held during the two-day job fair called the **English Skills Challenge!** Find out if you've got the English communication skills to make it as a top-notch call center agent. Plus, get the chance to win a prize along the way.

All you have to do is get the English Skills Challenge (ESC) form at the registration counter. Then, proceed to the ESC booth to get the guidelines and when you're ready, submit your form to the ESC booth and get the test materials. Next, go to any of the calling .stations and take the computerized test over phone. And finally, return the test materials to the ESC booth and get your score.

Get to know more about the call center industry in the Philippines, which is the fastest growing sector, with a fantastic growth rate of 100% a year. From just 1,500 seats five years ago, employing around 2,400 employees and generating some $24 million in revenues, the call center industry is expected to grow to 60,000 seats and 96,000 employees, earning, together with other business process outsourcing services, an estimated $960 million in revenues this year.

There are now more than 70 outsourced contact centers in the country. Add to that the numerous in-house call centers of banks, insurance companies, airlines, hotels, fast food chains, transportation and logistics firms, retailers, and consumer goods companies.

And so there is the need for more call center agents, supervisors, managers, and back-office employees. With just 2 out of 100 applicants hired, getting good agents has become the industry's number one challenge. If you have what it takes, this is your chance to meet the players.

The job fair includes both outsourced contact centers and in-house call centers, as well as recruitment companies and online job sites, namely Advanced Contact Solutions, Alorica, Ambergris, ClientLogic, Convergys, C-Cubed, Daksh, ePacific, ePerformax, Epixtar, ePLDT Ventus, E-Telecare, ICT Group, Icon, Infonxx, Inquirer Job Market, JobsDB.com, Pacific Hub, PeopleSupport, Pilipinas Teleserv, Qinteraction, Sitel, Sterling Global, Sykes, Touch Asia, Trabaho.com, VXI, and Viventis.

Remember to bring copies of your resume, photo, and transcript of records. Learn more at www.callcenter2005.com.

Becoming more...

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lay down all the important details, you must take into consideration all the possible consequences in implementing the task. A reasonable timeline must also be in place to guide you.

In your job application, it is also going to be helpful to apply this principle. Manage your time and resources properly, so you could increase your chances of landing a good position in a good organization.

In conclusion, competition is only tough to those who are not open to developments. We must not always blame it to the country's economic situation, the course that you took in college, or the school you attended. The fact of the matter is organizations are continuously seeking for better individuals to assume responsibilities that might improve their standing in the market, especially during hard times. If you don't have what it takes to contribute to the success of an organization, even if you graduated in a good school and selected the most in demand course, they will just look for a better candidate.

Today's job market can only make each of us better individuals if we strive for excellence then it won't be that hard for us to achieve our career goals.

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